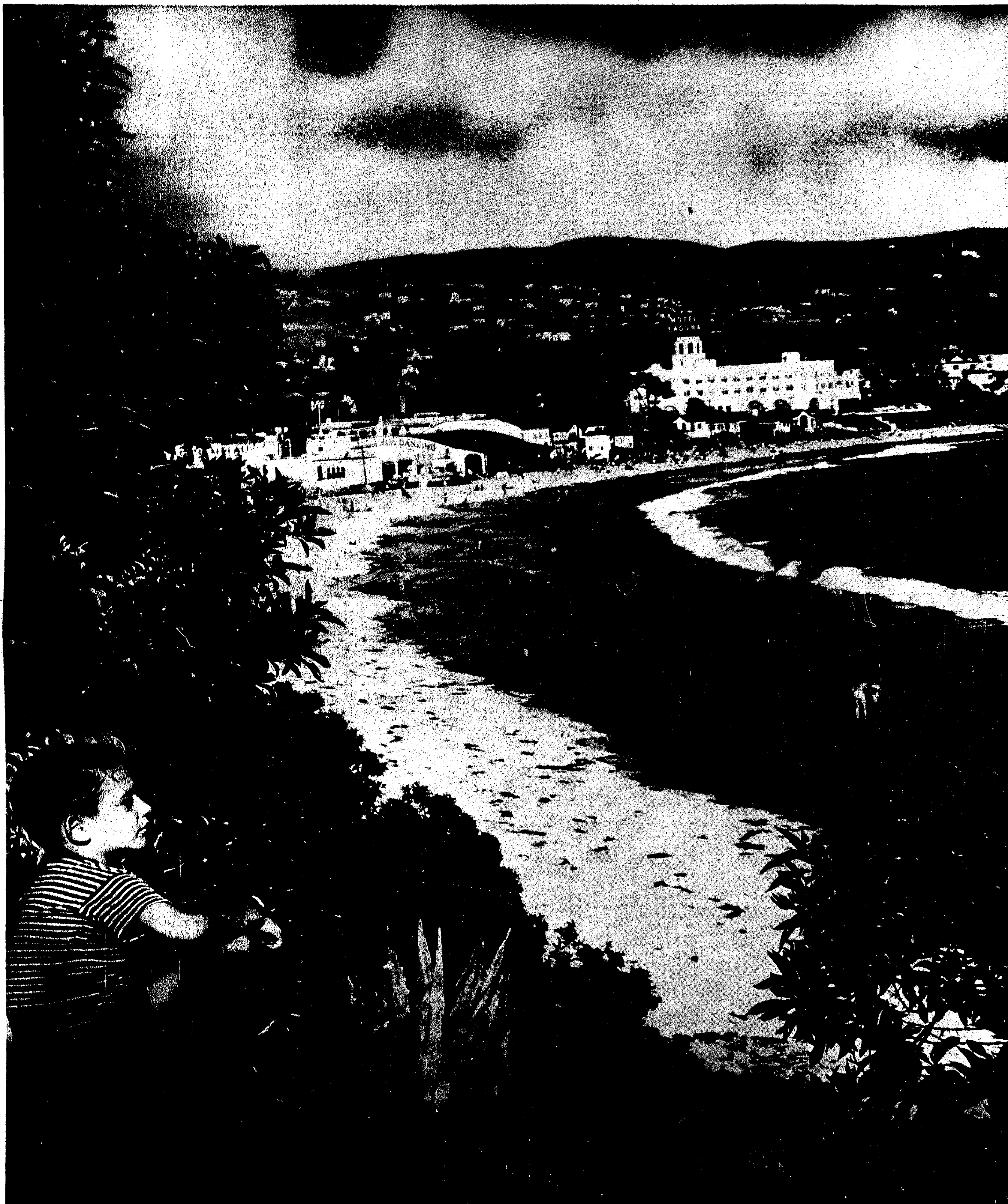
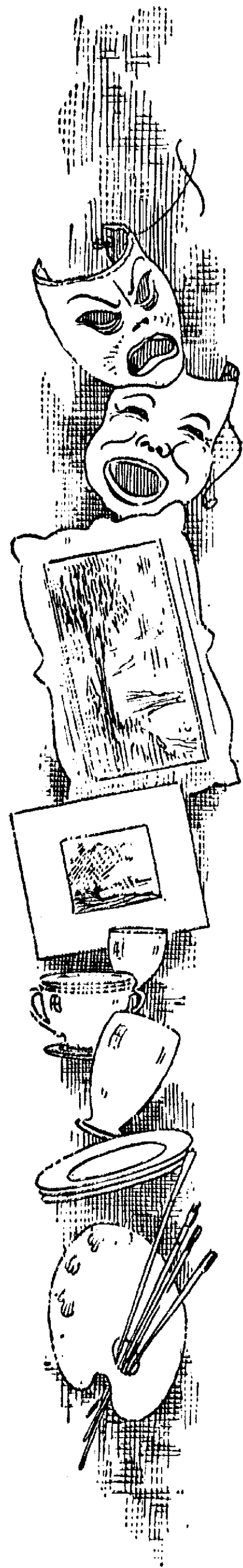


Press-Telegram *Southland*

LONG BEACH, CALIF., SUNDAY, SEPTEMBER 25, 1949

MAGAZINE Section



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Member
**PACIFIC SUNDAY
MAGAZINES**

FRED TAYLOR KRAFT,
Magazine Editor

"Fascination" is the title of this striking Laguna Beach scene photographed by Howard C. Hall, 1440 Park Ave. Hall is a member of Long Beach Camera Guild

which has done much to further fine photography among camera fans hereabouts. In a competition among members of the group, this picture was an award winner.

When the Grizzlies Were Plentiful



Here's a bear of today in Yosemite National Park.

Grizzlies and other members of the bear family were common during early California days, and they made life interesting for everyone.

By Maymie R. Krythe

CALIFORNIA'S BEAR FLAG is a reminder of pioneer days when grizzlies and other members of the bear family used to roam these parts. Tough and capable early settlers frequently encountered bear and sometimes the encounter was fatal to the settler. However, on occasions luckier for the men, the bear went down to defeat.

The California grizzly was noted for its immense size, some of them actually reaching the weight of 2000 pounds. These ferocious animals usually attended to their own business, unless surprised or attacked. Bear hunting was a favorite as well as dangerous sport among early Spanish Californians. The bear always courageously faced his enemy but the lasso, in the skillful hands of a man on a well-trained horse, was too much of

a handicap for the grizzly. One of the "top" bear-fighters of his day was Jose Ramon Carrillo. It was his custom to dismount and meet the bear on foot. Protected by a rawhide shield held in his left hand, Carrillo would advance and when the bear charged, would attack him with his strong, sharp hunting knife. Soon after the grizzly would be dead on the ground. In the Spanish period and early American regime, bear and bull fights caused the spectators to howl with delight. This combat took place in an arena surrounded by a high wooden fence. Outside, there was a platform for the women and children. Most of the men were on horseback. Riders with guns loaded watched closely, ready to shoot in case one of the animals got loose and leaped over the barrier. One of the bull's front legs was fastened to the bear's hind leg with a flata or a chain long enough for freedom of action.

MINERS of gold rush days and other hunters with high-powered rifles helped in the slaughter of the grizzlies. They were a menace, not only to human beings but also to cattle, hogs and sheep. Later, when the grizzly was adopted as the official state emblem, the species had been exterminated.

With bears so common in those days, it was not surprising that the daring Americans who set up the short-lived "California Republic" at Sonoma on June 14, 1846, should send up a flag with a grizzly painted on it. At this time, according to authorities, more than one such flag was made. But the one used at Sonoma was undoubtedly the handwork of William Todd (a nephew of Mary Todd Lincoln, wife of the President). Later when Todd was living in Los Angeles, he wrote to the Evening Express of Jan. 11, 1887, a description of the making of this ensign, from some unbleached muslin and a band of red flannel. After outlining the form of the bear and the single star, he filled them with paint; and at the bottom printed the words, "California Republic." His flag was kept in a museum in San Francisco for years but was destroyed by the earthquake and fire of 1906.

It is true that this banner was made rather crudely; also the bear was so poorly shaped



Title Insurance & Trust Co. Photos

Bear-fighting was a favorite and dangerous sport in the pioneering days of California. The artist depicts such action in scene above.

that some of the Spanish Californians laughed heartily at it, declaring that it looked more like a pig than a bear! Regardless of the ridicule, the ensign truly symbolized the fighting quality of those adventurous pioneers. They set a precedent in selecting it as the emblem of the embryo state. Later the grizzly was incorporated in the Great Seal and on February 3, 1911, a newly-designed Bear Flag became the official state emblem.

SINCE grizzlies were plentiful in pioneer days, it's no wonder that many Californians had unpleasant meetings with them. Near Lebec, just south of Bakersfield, the grave of Peter Lebeck may be seen on the former parade ground of Old Fort Tejon, a military post in operation from 1854 to 1864. Peter was killed by a large grizzly, or X bear, as they were called. His companions buried him at the foot of a great oak and placed this epitaph:

PETER LE BECK,
KILLED BY A X BEAR
OCT. 17, 1837

Another exciting adventure happened to Don Benito Wilson—Gen. George S. Patton's grandfather—in 1844. One of his milk cows had been killed by a grizzly and Wilson and a companion went to look for the bear. Suddenly the animal appeared in his path, forced Don Benito from his horse and clawed him so severely that he carried the marks the rest of his life. As soon as he had recovered from his wounds, this daring old Indian fighter went out with some friends and got revenge on that grizzly.

A Southern Californian, a miner named John Searles, went hunting with two friends; but one evening decided to try his luck alone. About a mile

from camp a grizzly ran out of a thicket and made a wild rush at him. Although a bullet sent the animal to the ground, it got on its feet and attacked Searles with teeth and claws. At last, the animal, weakened by loss of blood, seemed to waver. Then the miner fell to the ground and pretended to be dead. Soon the bear crawled away into the bushes and bled to death.

In spite of serious wounds, Searles managed to drag himself onto his horse and return to camp. He was then taken to Los Angeles by his companions. His breast was badly mangled; his face lacerated; and his jaw and several ribs broken. In spite of this grueling experience, Searles recovered, and during his long convalescence said he was eager "to get out and pay his respects to any bear I'd happen to meet."

ANOTHER dramatic bear fight occurred in June, 1879, near Cajon Pass where two men named Wright and Sizeman were returning from a prospecting trip. In making a short-cut through the bushes, they suddenly came upon a mother bear and three cubs. The mother at once charged, but was wounded by Sizeman. Then she threw him down, and began to chew him with all her might. When Wright shot her in the jaw, she fell over dead. In telling his story to a reporter on the Express, Sizeman commented:

"As it was Sunday, I thought for a while Providence was going to make subjects of both of us for the Sunday school book writer. If any of your friends want to hunt here, let them come on. I will go with them, provided they will consent to be chewed, while I do the shooting."

Also in the seventies, a man



Lassoing bears was another way of battling the savage grizzlies that once roamed the Southland. This was a favorite with Spanish settlers.

named Sutton wandered away from his hunting party and suddenly met a bear. He had been leading his horse through some brush when it scented the grizzly. At once the horse became unmanageable and broke away from Sutton. When the hunter fired at the bear, the wounded animal caught him by the left arm and tore the flesh from his elbow to the wrist; then he bit him through his left side. The shot which had penetrated the bear's heart

finally took effect and Bruin released his hold, lay down and died. Sutton succeeded in reaching his party who took him to a doctor in San Bernardino.

So life must have been very exciting when bears were plentiful and settlers had "hair-raising" engagements with these game "critters." And California still has several varieties of bears, which visitors enjoy watching in our national parks. About two years ago a large

bear was killed in Van Nuys, the first one seen in that region for years. Lester Henry, like Eugene Giddings, had been losing his honey and bee hives to some unidentified night visitor. He suspected that it might be a bear and he asked two hunters, Jim Stevenson and H. A. Mathison to bring their dogs over. After these animals had treed the intruder, who turned out to be a six-foot bear, the men killed it with bows and arrows.

PARENTS' QUESTION BOX

Who'll Drive?



Going over the car's mechanism is important in teaching a teen-age son or daughter to be a good driver.

By Katharine Whiteside-Taylor

ALONG BEACH parent asks this question: "If there is a debate over who should drive the car, the parents or the 16-year-old son, who should win out?"

In order to answer this question properly one would need to know much more about the 16-year-old. Has he learned to drive? How well? How much opportunity has he had to practice with adequate supervision? Can he be depended upon to keep his head when he gets into a tight place? Are the young folk he'd like to take along level headed? Of course, with the driving hazards as great as they are everywhere today, no one of any age should drive without adequate training and practice before he starts out on his own. Long Beach is extremely fortunate in having excellent training in safe driving provided for every high school student, received in a dual control car with a teacher beside him while he learns. This will have fine results both in individual and public safety.

But parents who want their young people to drive safely and well before they get this training at school or to give them extra practice after-

wards to make them expert drivers as soon as possible, may well spend time as good driving instructors themselves. For a young person who has had no training, they should start by explaining the principles of good driving while they themselves are at the wheel, then going over the mechanisms of the car and the traffic rule book obtainable from the California Safety Council. Then they should start with relatively little traffic where the young person takes the wheel himself for the first time, the parent beside him. Then he can drive for longer and longer periods while the parent is still by his side and can make sure the young person is a really reliable driver before he takes the car out on his own.

When the young person has had training in school the parents should ask him or her to do the driving for them on every possible occasion, taking them separately or together everywhere they go, cultivating relaxed gestures and attitudes so that the young adult does not feel he is being shown by them, but is having a chance to show them what a good driver he is.

WE PARENTS are so used to guiding and showing our children when they are little it is hard to realize that in these few years they have become old enough to guide themselves if given adequate preparation and just an occasional word from us.

Those interested in the adjustments of the parents with teen-agers may find real help from the books on the list for parents of teen-agers put out by the Long Beach Public Library and by seeing the excellent film available from its film department called "To Thine Own Self Be True." Those who wish to go further may join study groups or parents' classes. Information as to where they are given may be obtained by calling the Parent Education chairman of the Long Beach Council of Parents and Teachers, Mrs. B. W. Neumaler, 5-2027, or the Family Life Education office of the Long Beach schools, 70-1026.

Note: Katharine Whiteside-Taylor is co-director of family life education at Long Beach City College.

IT'S AN ANTIQUE

Old Meissen Porcelain

By Mary Lou Zehms

THE ART of making porcelain took place in Europe originally as a amusement of a cultivated, extravagant and luxurious court and had little to do with common uses of everyday life. The king and his court were the only ones able to afford porcelain. This was particularly true of the court of the Elector of Saxony for whose satisfaction the manufacture of porcelain objects had been created.

Although the formal establishment of the manufactory at Saxony was in 1710, porcelain was not made immediately as

the porcelain was first to be perfected. Then came many difficulties due to lack of money for development and experiment of the porcelain, lack of large kilns, and inability to pay the workmen regularly.

In about 10 years, however, the value of the porcelain sold was trebled and by 1730 there was virtually no rival porcelain save the Chinese.

The Meissen factory, in order to protect its reputation by maintaining a high standard of quality, decided in 1723 to add a factory-mark to its productions. This was done partly out

of pride, that they might be distinguished from the Chinese.

These decorators, called "Hausmaler," were at that time and later engaged in painting such white porcelain from the factory as they were able to secure.

The mark was to be painted in underglaze blue, which neither Vienna nor the Hausmaler could produce. About 1724 the now-famous mark of crossed swords was adopted. This mark, taken from the arms of Saxony, had been suggested in 1722 but was not then adopted, no doubt because the king was more proud of his Polish title than of his Electorship.

THE COMPOTE and dish shown here, found in a Long Beach antique shop, are unusual in the respect that the crossed swords are not only in underglaze on the back of each article, but are also in the main design, of the so-called onion pattern.

The blue and white in general had certain formal patterns of oriental flowers which remained stock decoration for a long time. The onion pattern (Zwiebelmuster) has continued in use with many variations until the present day.

It takes its name from what are actually, in the Chinese original from which it is copied, peaches and pomegranates, used decoratively in the borders. In early specimens they all point inward, later they point alternately inward and outward.



This is a genuine Meissen compote, identified by crossed swords mark that came into being in 1720's.

Stones Are His Hobby

By Mary Neiswender

BAS they are" has been the lifelong hobby of James E. Keller, Long Beach stone mason who learned the art in merrie England and has done everything in the line from building barbecues to renovating English castles.

Keller was indoctrinated by helping his grandfather construct a fireplace in the tomb of a prominent Scotsman whose will dictated that his descendants burn incense and wood in the fireplace-tomb once a year to warm his place of rest.

From that beginning, Keller developed a love of good stones and distinctive stones. During his travels, he has collected stones from over the world, which he keeps until a certain job calls for a certain kind of stone.

"My grandfather believed that if a stone mason ever picked up the wrong stone it not only was a waste of time but it showed that his teacher was no good," he says.

Keller often splits stones to bring out the design. Also he often cuts a stone into two pieces to give the two sides of a fireplace or barbecue matching keystones.

However, even more important than beauty in a fireplace or barbecue is its usefulness, he says. He insists that a fireplace or barbecue must "breathe" and have proper drafts in order to hold a fire.

USING boulders from Big Bear—rocks which he claims are the hardest in the world—he selects choice lava stones to line the barbecue pit. Again he quotes his grandfather: "If a fireplace in England ever smoked, the stone mason would be run out of the country."

Keller includes gas jets to

incite the fire in a barbecue or fireplace for those of little or no Boy Scout training, and he guarantees all barbecues he builds to hold a charcoal glow four to six hours.

Storage space for his vast supply of stones has been short of late and the mason is forced to keep the materials of his hobby out in the open. Many of the rocks, those which he calls "gem" stones, are likely to be stolen, but he solves the problem of open storage by placing a pair of large, harmless snakes in the rock pile. They frighten away even the bravest would-be thief.

On one of his many weekend hunting expeditions to Southern California's Bouquet Canyon, Keller came across an unusual rock, flecked with black, white and red. A West Virginia woman vacationing in

California saw the stone and said "I want that stone on my grave when I die."

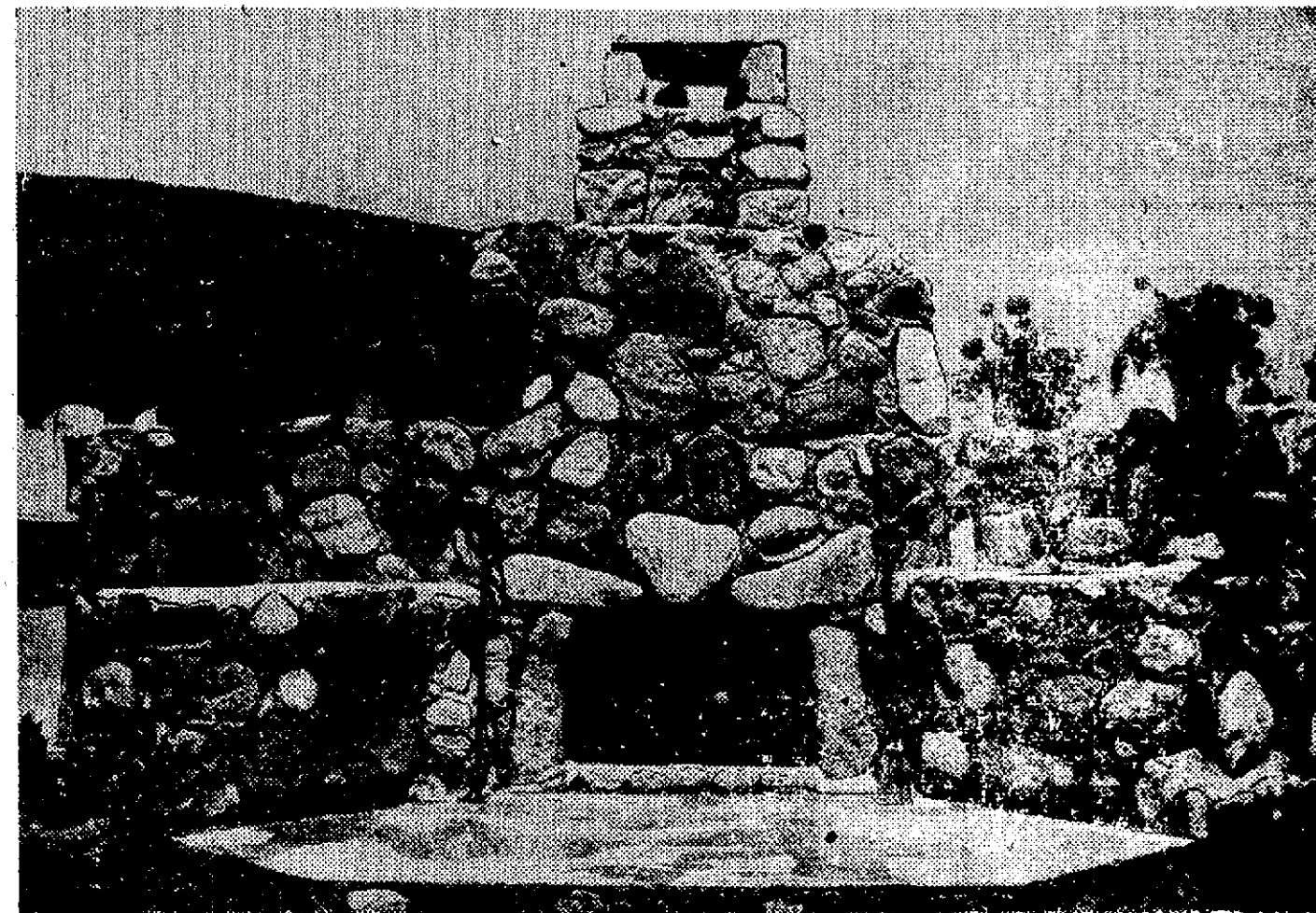
Five years later, relatives communicated with Keller and asked for the rock. It was used as the base stone for her tombstone.

Another strange request Keller fulfilled centered around a man in Springfield, Mo., who asked that Keller build a stone tomb over the grave of his wife, who had died 20 years before, and inset a Swiss music box in the monument. The husband asked that Keller make a channel in the stone so that the music box, which had been a wedding present to his bride, could be wound.

"It was kind of queer," he admits, "hearing music through 10 inches of solid stone, but that is what he wanted and what he got."

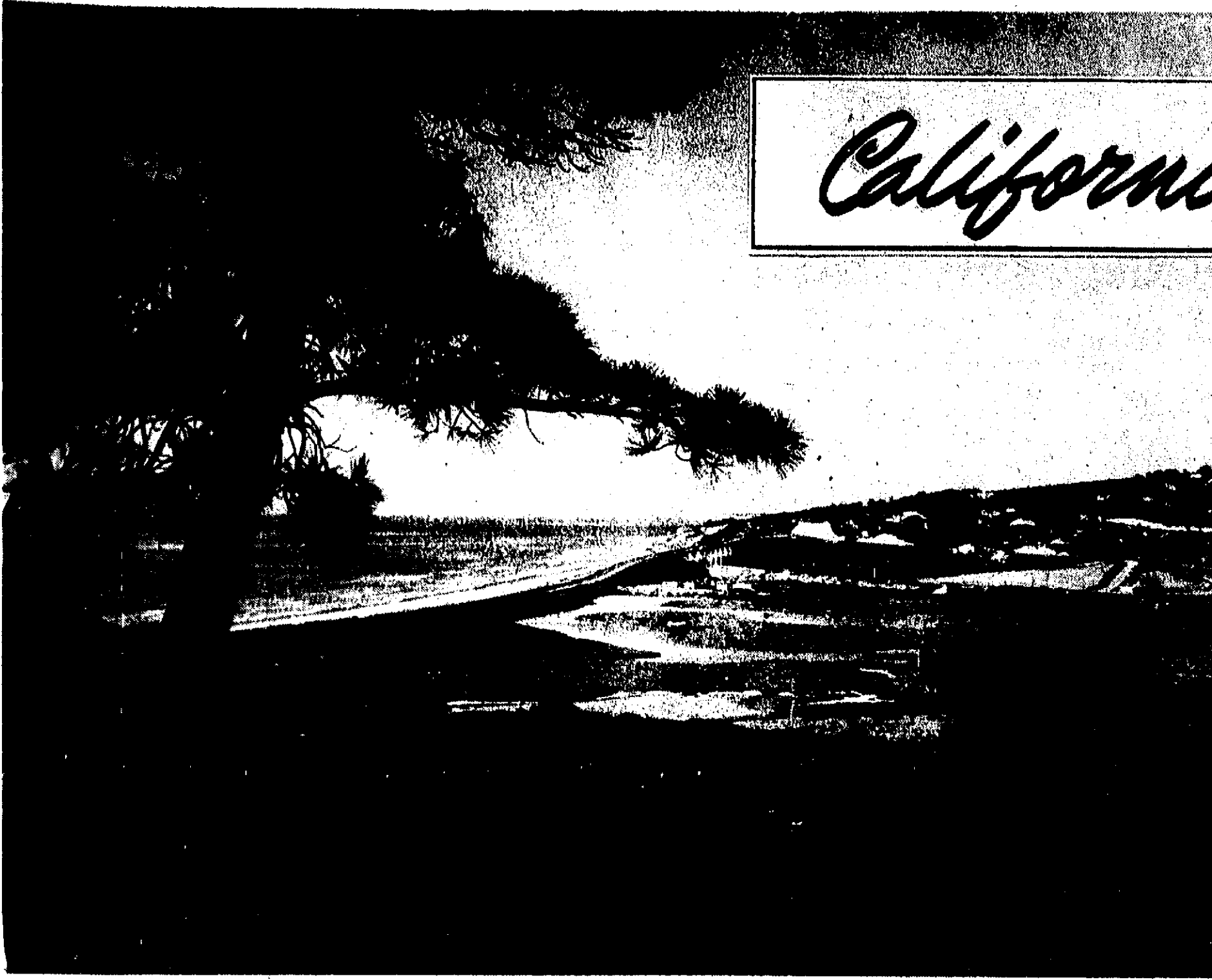


James E. Keller (above), who has made lifelong hobby of stone masonry, points to final stone in 300-foot wall.



This fireplace and barbecue is an outstanding example of Keller's distinctive stone masonry. The barbecue contains stones from all sections of the country.

California's Fabulous Coastline



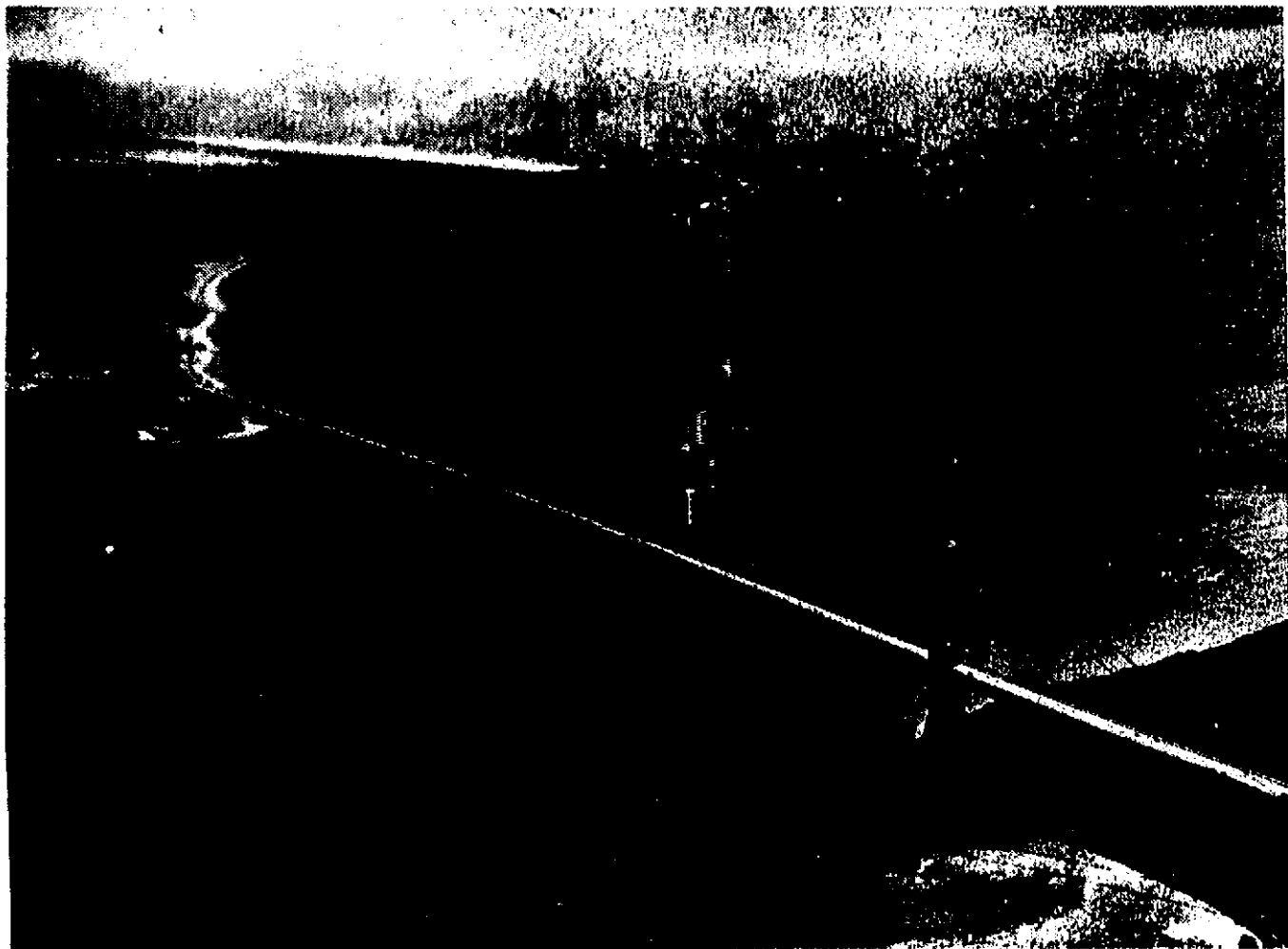
—Photo Courtesy San Diego-California Club.

California's more than 1300 miles of coastline includes some of the most scenic areas in the world. Above, the coast highway runs beside the sea for a way near the famed Torrey Pines.



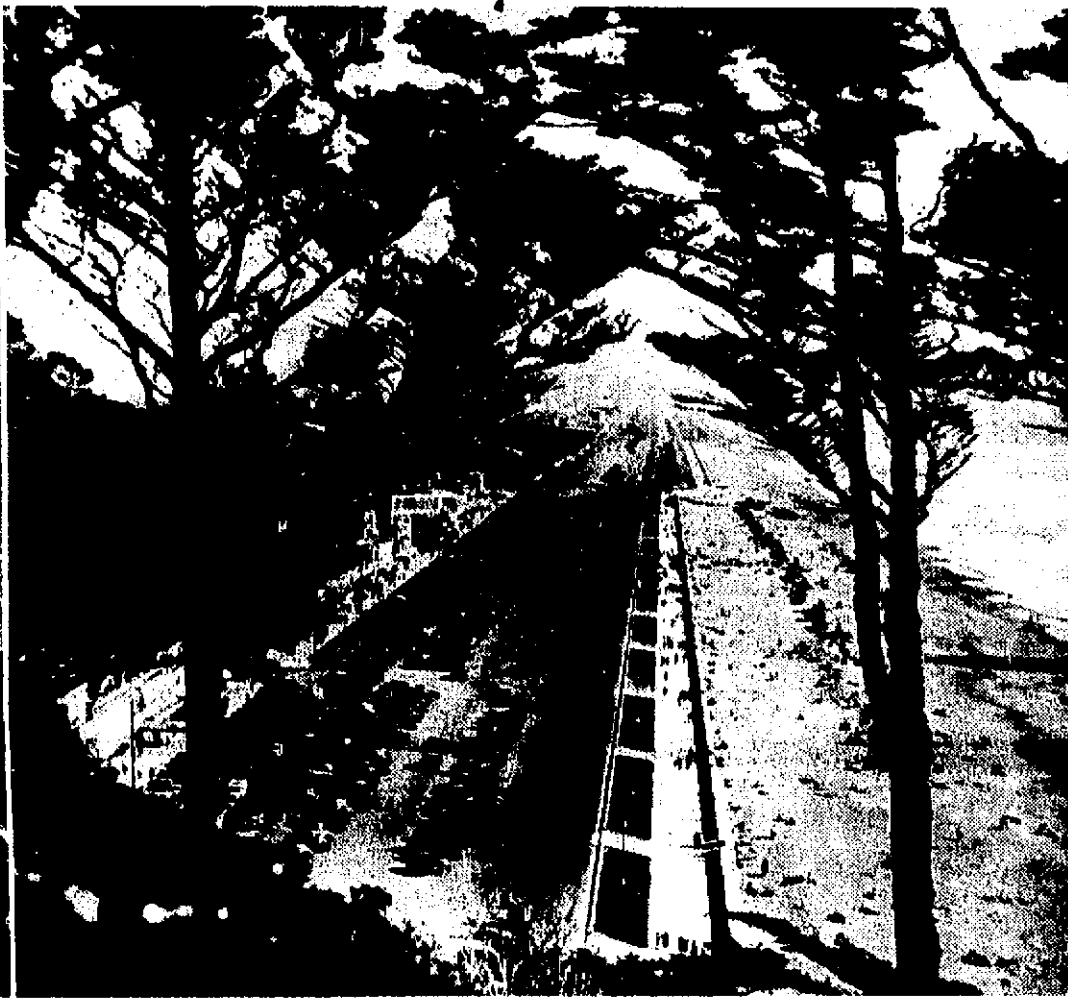
—Photo Courtesy Redwood Empire Association.

Great cliffs, huge boulders, fragrant flowers and pines singing in the fresh sea breeze combine to form breath-taking vistas, like the scene above along the coast in Humboldt County.



—Photo Courtesy Redwood Empire Association.

Golden Gate Bridge, longest single span suspension bridge in the world, crosses entrance to great bay in spectacular fashion.



—Photo Courtesy Redwood Empire Association.

Glimpsed through a frame of cliffside trees, San Francisco's Ocean Beach is seen above.



—Photo Courtesy Eureka Chamber of Commerce.

Trinidad Beach State Park, 24 miles north of Eureka, is spot where Spaniards landed on June 9, 1775; claimed land for king.



Long Beach has gained world renown for its clean, wide strand which stretches for more than 5 1/2 miles beside the sea. The city lies on the great highway that links north and south borders.



—Photo Courtesy Eureka Chamber of Commerce.

Famous Agate Beach is part of Patrick's Point State Park on the northern coastline of the state. The park is also widely known for its spring wildflowers and scenic, rockbound coast.

Borrowed From Ageless Colonial

By Dorothy Killam



A French provincial couch in red stands out against the Williamsburg green walls in the living room of the new residence of Mr. and Mrs. Baron Levy. Balance is carefully achieved in the grouping of the furniture above.

THE DESIGN of Mr. and Mrs. Baron Levy's home at 4385 Cerritos was borrowed from ageless colonial. Yet the large bay window in the living room, the partial field stone wall, are departures from tradition that add pleasing individuality.

Architect Louis Shoall Miller designed this home with its 2490 square feet of floor space to suit perfectly Mr. and Mrs. Levy and their two sons, Gary, aged 9, and Phillip, 4.

Built in a single story, the front door opens into an entry hall which leads to the dining room, rumpus room and living room. The back door opens into the service porch at the rear of the kitchen, the bedroom hall, and the den. With this arrangement the boys may enter through the back door and go to their room, the den or kitchen without going through any other room.

Sidelights which flank the front door admit light into the entrance hall. A pattern of swags and roses in the hall wallpaper introduces the caller to the traditional motif and refreshing color scheme used throughout the house.

AN OLD barometer decorates one wall in the entry. The short passage way between the entry and den contains a roomy coat closet which is large enough so that other things may be stored there as well.

The Williamsburg green color used on the woodwork in the entry is carried into the living room where it is also used on the woodwork. The walls and ceiling are painted a shade lighter with the exception of the fireplace wall which is paneled in birch stained a light color.

A shelf mantel above the simple brick fireplace is decorated by a copper planting box in which grow lush tropical plants. Above this hangs a painting in which the coloring is particularly arresting. Wing chairs grouped on either side of a leather-topped coffee table are upholstered in a yellow quilted pattern.

A little Victorian chair covered in gold fabric is placed with a handsome secretary, opposite a red couch of French



Set in a wall of birch stained in a provincial manner, this fireplace has a shelf mantel which holds a brass planter. A large picture hangs above mantel.

provincial design. Curtains are sheer and eggshell in color with one ruffled panel tied back and the other hanging straight beneath it.

IN THE dining room wallpaper in provincial patterns framed by medallions is beautifully colored to blend with Williamsburg green louvered doors and canyon pink ceiling. French provincial furnishings are finished in a light honey color.

Wall-to-wall carpeting in the living room, entry and the dining room is a natural beige color appropriately used as a basis for the variety of color in each room.

All-metal cabinets in the spacious kitchen, a red formica work counter and the arrangement of stove and refrigerator opposite sink, dish washer and counter make for maximum efficiency.

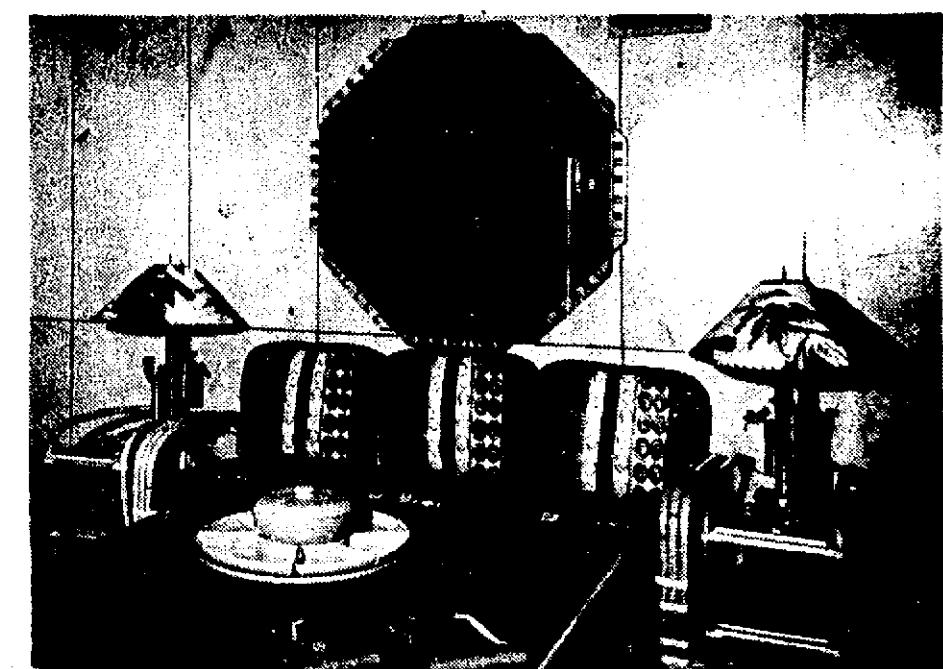
The breakfast room and kitchen have been combined so each room has a spacious feeling. Between the work portion and dining end is a snack counter serviced by tall stools covered in red plastic. This snack counter is really just an extension of the work counter which surrounds the sink.

Walls at the dining end are papered in a red geometric pattern and the floor is covered with gray colored rubber tile. Practical chrome furniture has chairs upholstered in red plastic material.

THE RUMPUS room with its wall of windows which look out on the garden and terrace, its television set and rattan furniture is the most popular room in the house. A manila hemp rug is practical as well as appropriate; walls are paneled with white oak



Colonial design of the Levy home is ageless although some of the modern ideas used lend it individuality.



—Jasper Nutter Photos.

A poker table, with its legs folded under, is hung on the white oak paneled wall above a rattan couch.

the couch have colorful, painted shades.

In the boys' bedroom, wallpaper in a pattern of cowboys looks as masculine as the wheels which form the headboards on the twin beds. Spreads and curtains are of corduroy.

The master bedroom and bath are placed just off a dressing room lined with wardrobes and mirrors above a corner dressing table. A skirt in a colored floral pattern decorates the table and seat.

Large, comfortable chairs, upholstered in red velvet, create a gay accent in the master bedroom with its lilac-patterned paper on a grey-green background and combined with grey-green carpet. Furnishings are of dark mahogany.

Specimen Planting

By Glenn L. Black

California Association of Landscape Architects

EVERY successful landscape plan depends upon judicious plantings of "specimen" plant materials. The specimen may be a tree, a shrub, or a vine, as the plant used does not in itself make the so-called specimen; rather it is the manner in which the plant is used.

Simplicity is the basis of good design, whether exemplified in buildings, the arts, or women's coiffures. However, some feature contrasting with this simplicity is needed to set off the ensemble. With a building, it may be an adroitly treated doorway in an otherwise sombre facade to give the whole structure a "lift." Or in fashions it may be a jeweled tiara set against a severely styled hairdress which arouses a murmur of approval. Yes, even the male critter now must display a brightly hued cravat to achieve that crowning sartorial touch.

These same usage rules apply to landscaping our homes. We should plant shrubs like the flowering quince, or star magnolia against a green backdrop of pittosporum, or evergreen cherry. Due to their flowering qualities, deciduous

plants, such as the first two named, produce particularly good specimen displays when placed in bays created by curving borders of tall shrubs.

Plants with interesting foliage or branching effects may also be featured—the weeping birch with its deeply cut leaves and slender, pendulous branches, or the smoke tree with its loose, feathery panicles of small, purple-grey flowers. These, to name only two, produce excellent results when strategically placed in the lawn in line with the view from a window or doorway.

Vines may be used as specimens too. The blood red trumpet in bloom, for example, centered on a fence panel with non-flowering shrubs to either side makes a very attractive feature when glimpsed from a dining bay or patio.

Although it requires a sense of the artistic to achieve well-balanced specimen planting of vines and other plants, especially for larger areas, the main point to remember is that all these featured plants must not be used too frequently, but only enough to tie the entire scheme together and to show it off to the best advantage.

NATURALLY MORE BEAUTIFUL

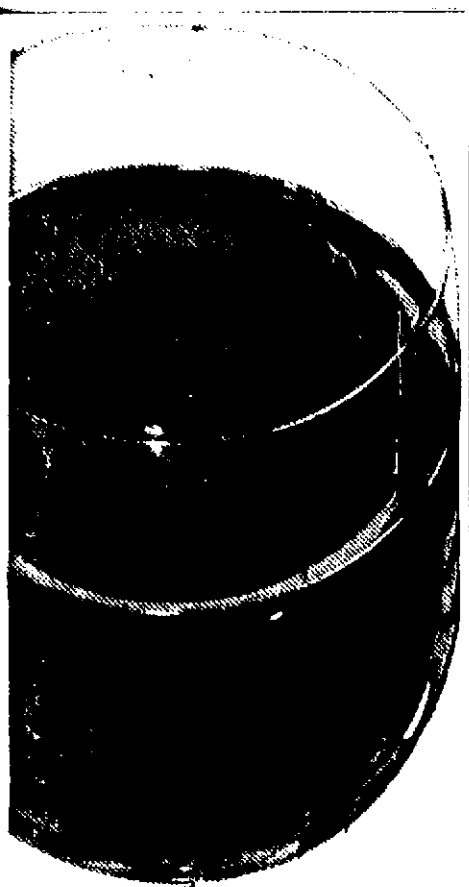
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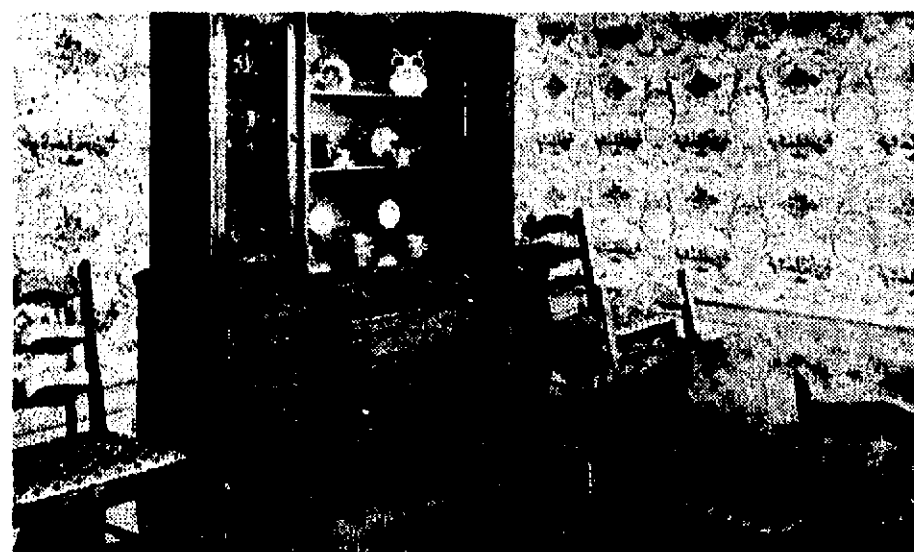
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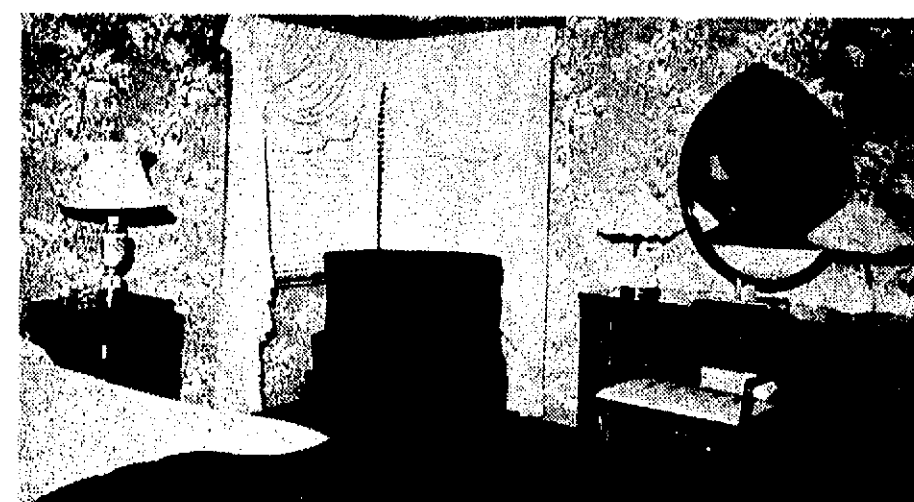
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Honey-colored wood of French provincial dining room is especially attractive against colorful wallpaper.



Red velvet upholstery of the chair in a corner of the master bedroom gives striking accent to the room.

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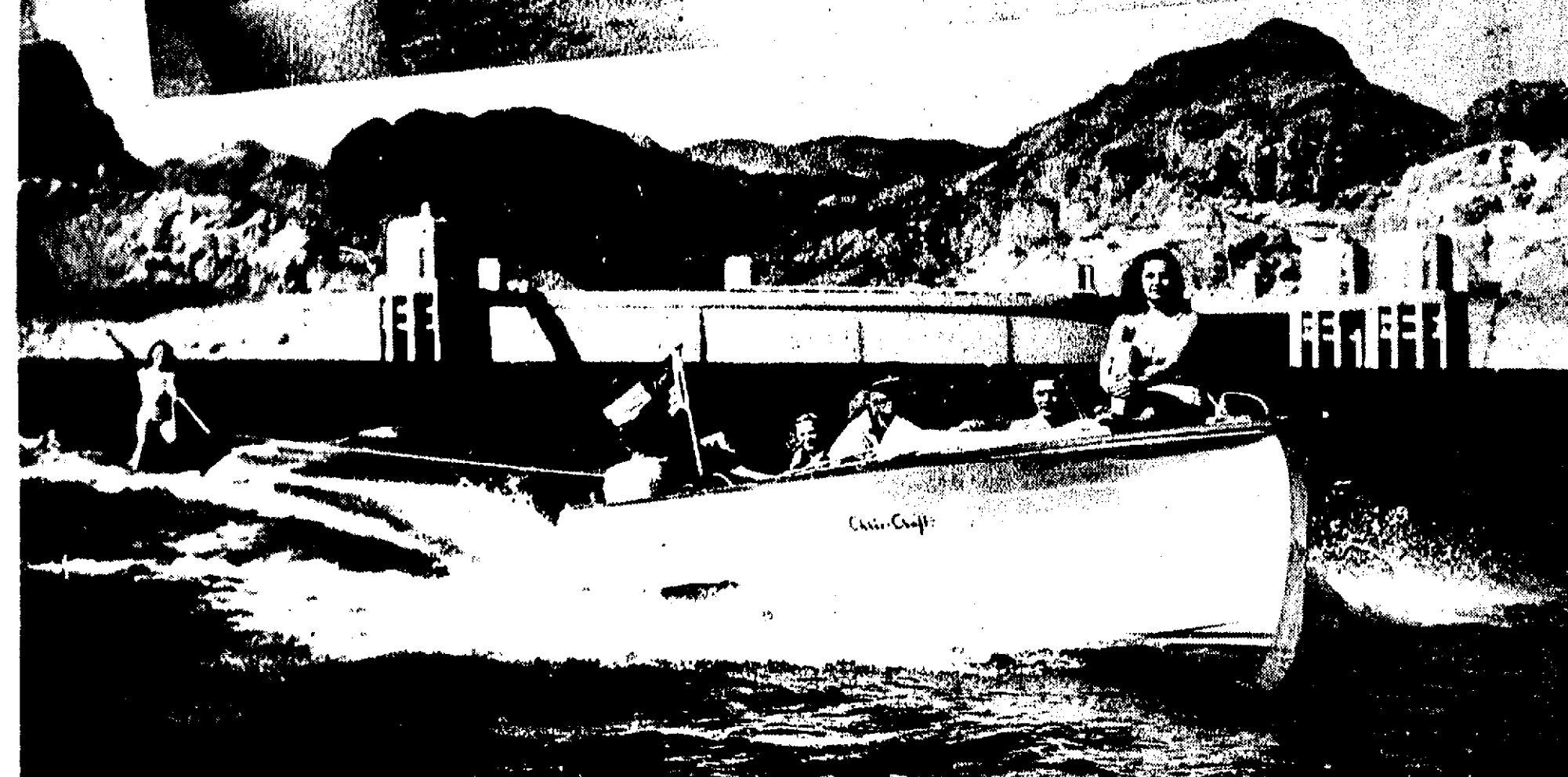
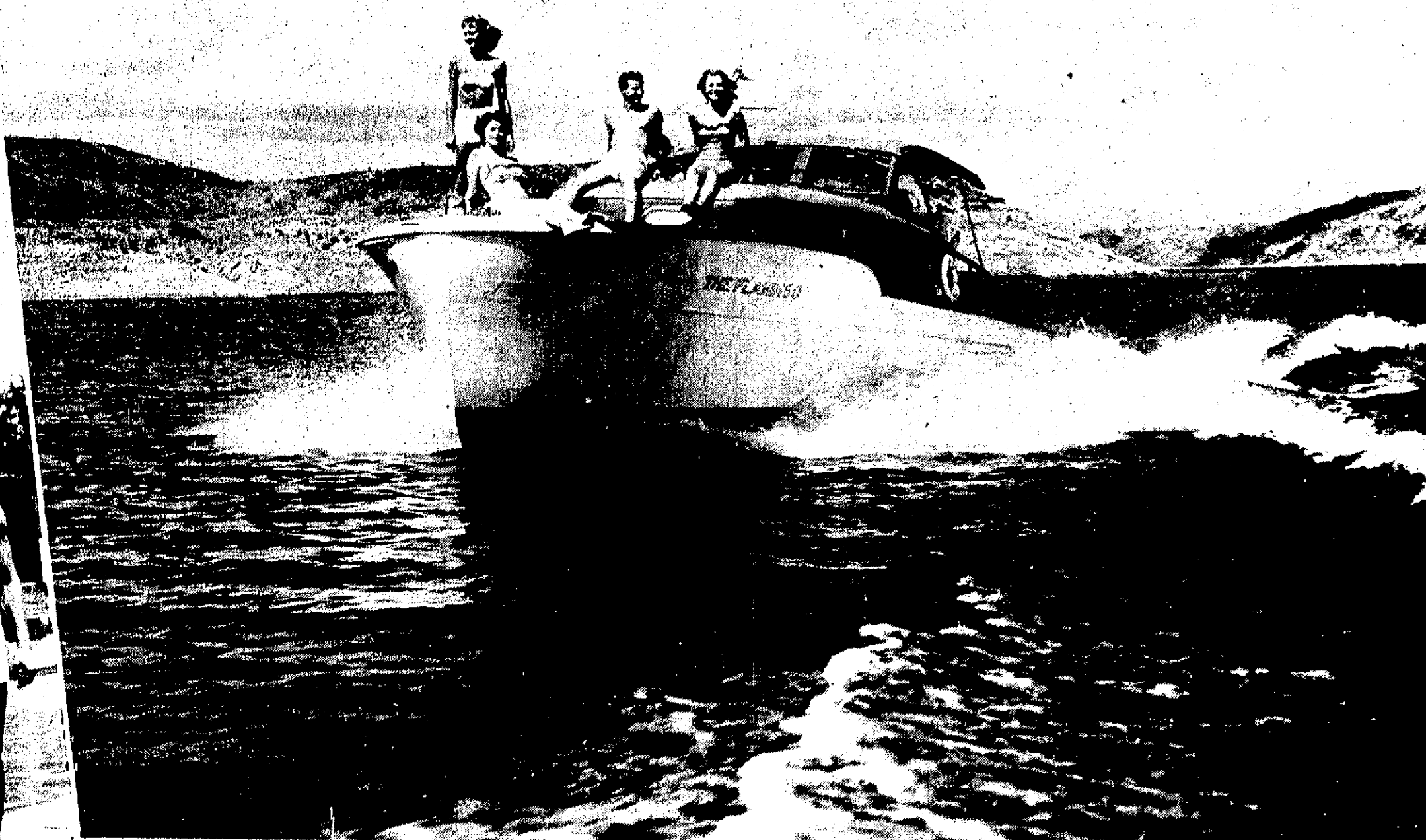
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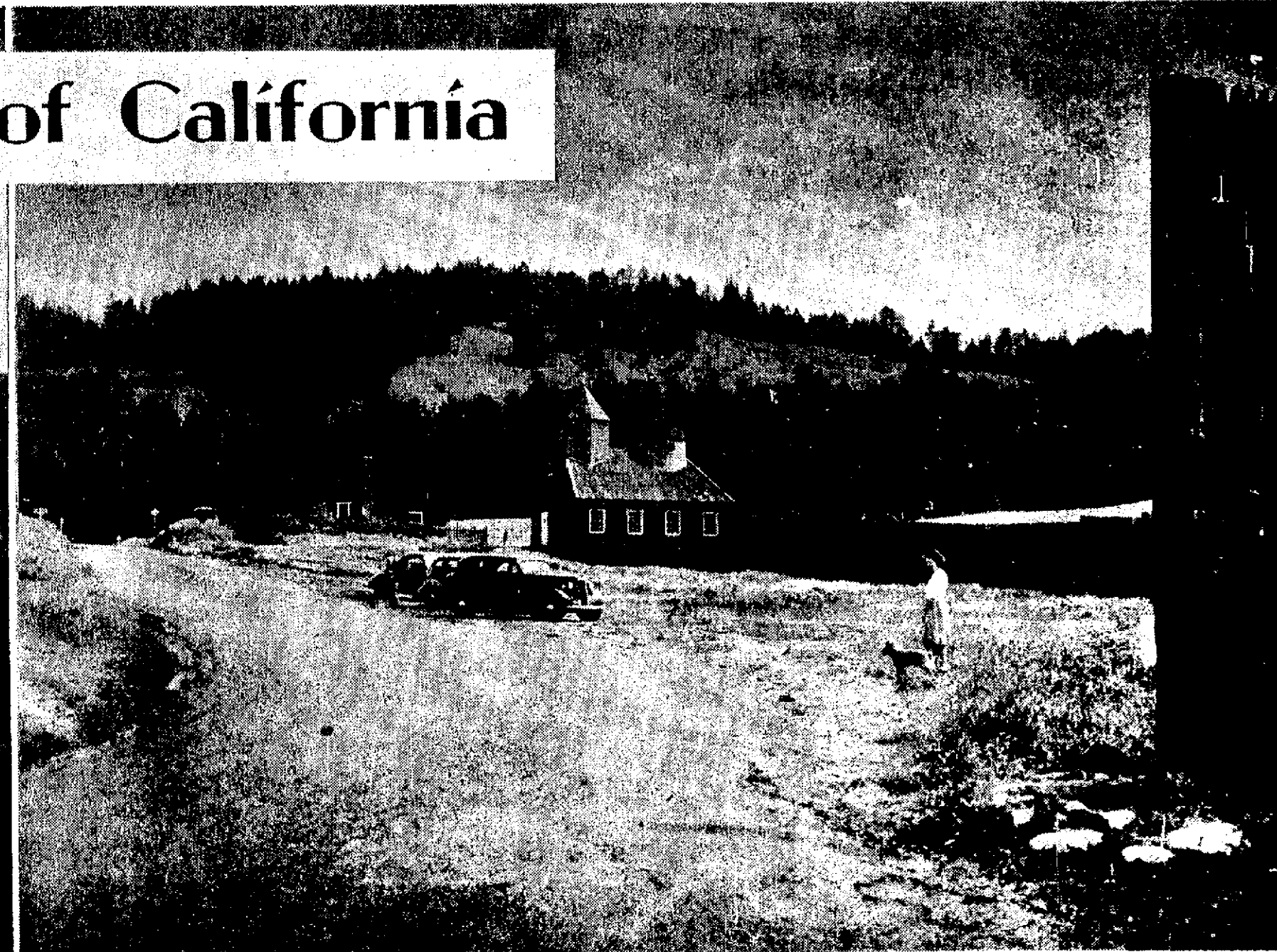
Gay Desert Lake Resort



Vast Lake Mead, inland fresh water sea impounded behind one of man's mightiest works, the giant Hoover (Boulder) Dam, has brought boating, fishing and swimming to arid Las Vegas play spot.

Scenes of desert fun above include pleasure cruising (right top), aquaplaning in sight of dam (lower left) and scene of fishing action on Lake Mead (bottom right).

Landmarks of California



California is fortunate in having many links with its romantic past. Two of its landmarks are pictured here. Above, Casa Amesti, built approximately 1830, located in city of Monterey.

Russia once had a foothold in California and might have changed the course of history. Here is Fort Ross, on Sonoma Coast, where Russians were from 1812-1841.

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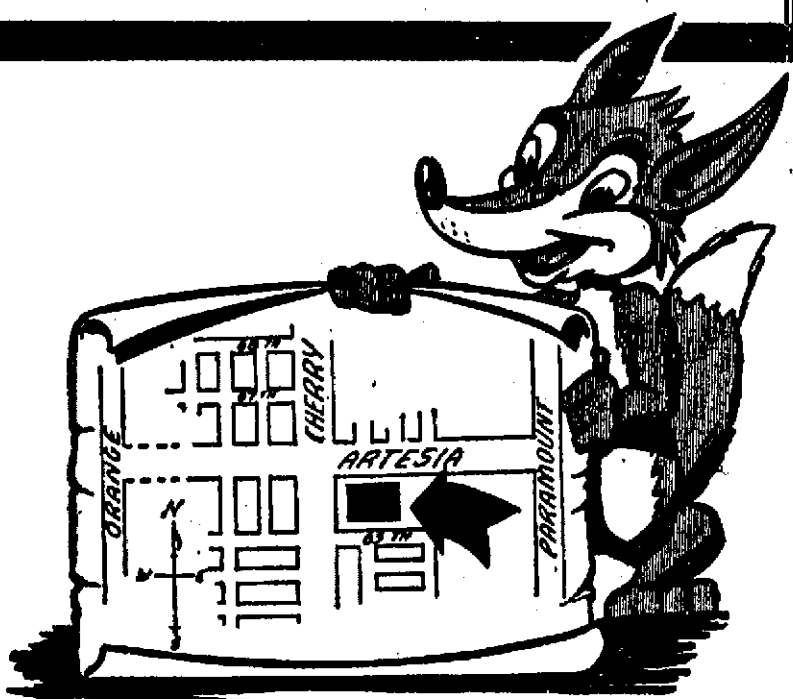
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A Little House Grows

Is your home too small? Or does it need remodeling to be brought up to date? The D. J. Millers of North Long Beach have enlarged and modernized their home by degrees. You can easily do the same.

By Althea Flint

THERE was something more than a house, there was a plan in mind when Mr. and Mrs. D. J. Miller bought the little dwelling at 21 Ellis St., North Long Beach, eight years ago. The place, as then constituted, wasn't nearly large enough for the Millers and their two children, Sandra, now 9 years of age, and Del, now 11.

Today, after eight years of gradual remodeling and addition, the house is not only a comfortable home for the family of four but it is also better looking.

Miller found time to do most of the work on the home himself because his employment is somewhat seasonal and slows down during the rainy period. However, the enlargement of the living room which improved the exterior appearance was done mostly by a contractor.

Since this house is on a narrow lot the best way to add to it was to enlarge the living room to twice its original size and to add two bedrooms in back. A service porch on the back of the kitchen also makes a hall between the two back bedrooms and the kitchen.

THE FRONT of the house doesn't look like an addition. Its siding, stained a deep redwood color, and its overhanging roof which shields large corner windows from the glare of the sun account for its new good looks. Clapboard siding used for the original sides has been, carefully matched on the additions and both sides are painted a pleasing shade of blue.

A planting box borders a sidewalk next to the house and a small lawn is beyond this. The space between house and garage is cemented and enclosed to make a comfortable patio. A round planter in the center adds a touch of greenery.

The living room, which was formerly 9 by 18 feet is now more than twice that size, 18 by 19. The large corner windows let in light from which the glare is eliminated by the overhanging roof. Before this

room was remodeled two small windows did little more than break up wall space.

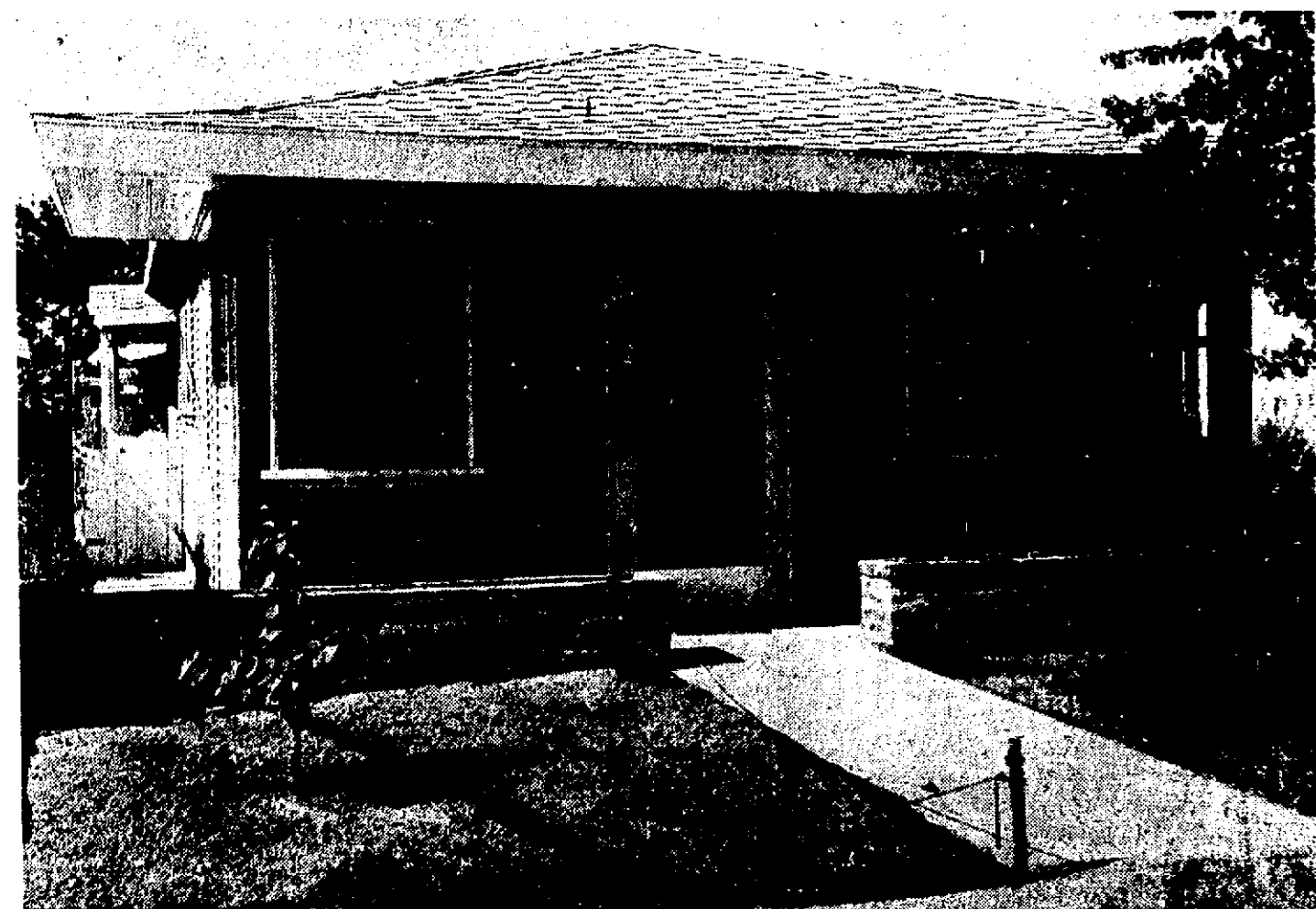
Knotty pine walls with a natural finish and pine floors partially covered by a gray rug add to the light, airy appearance of the room. White glass curtains filter the light

corner from the stove in the service porch.

In the master bedroom, wardrobes are built opposite one another on either side of the door. Mrs. Miller's closet has shelves and hanging rods. The double doors push in and spring back into place them-

selves—taking up less room than an ordinary door.

Knotty pine walls and ceiling in Del's room and the bunk beds are well suited to a room belonging to a boy. In Sandra's room the walls are harmonizing shades of rose and yellow. A gray slip cover over the headboard matches the spread. Linoleum is used on the floor.



With a new front, light-giving corner windows, horizontal siding stained a redwood color, and generally made attractive, the D. J. Miller home grew into its present size and beauty from a small and rather uninteresting dwelling.

and gray floral draperies can be pulled at night. Sectional furniture covered in plastic is serviceable as well as attractive.

MRS. MILLER wanted the dining table in the kitchen so what was once a large walk-in closet was remodeled into a dining niche by removing the wall on the kitchen side and building benches around three sides of it. The benches and the wall around them was covered with masonite in a deep red shade. This same material was used on the wall around the stove.

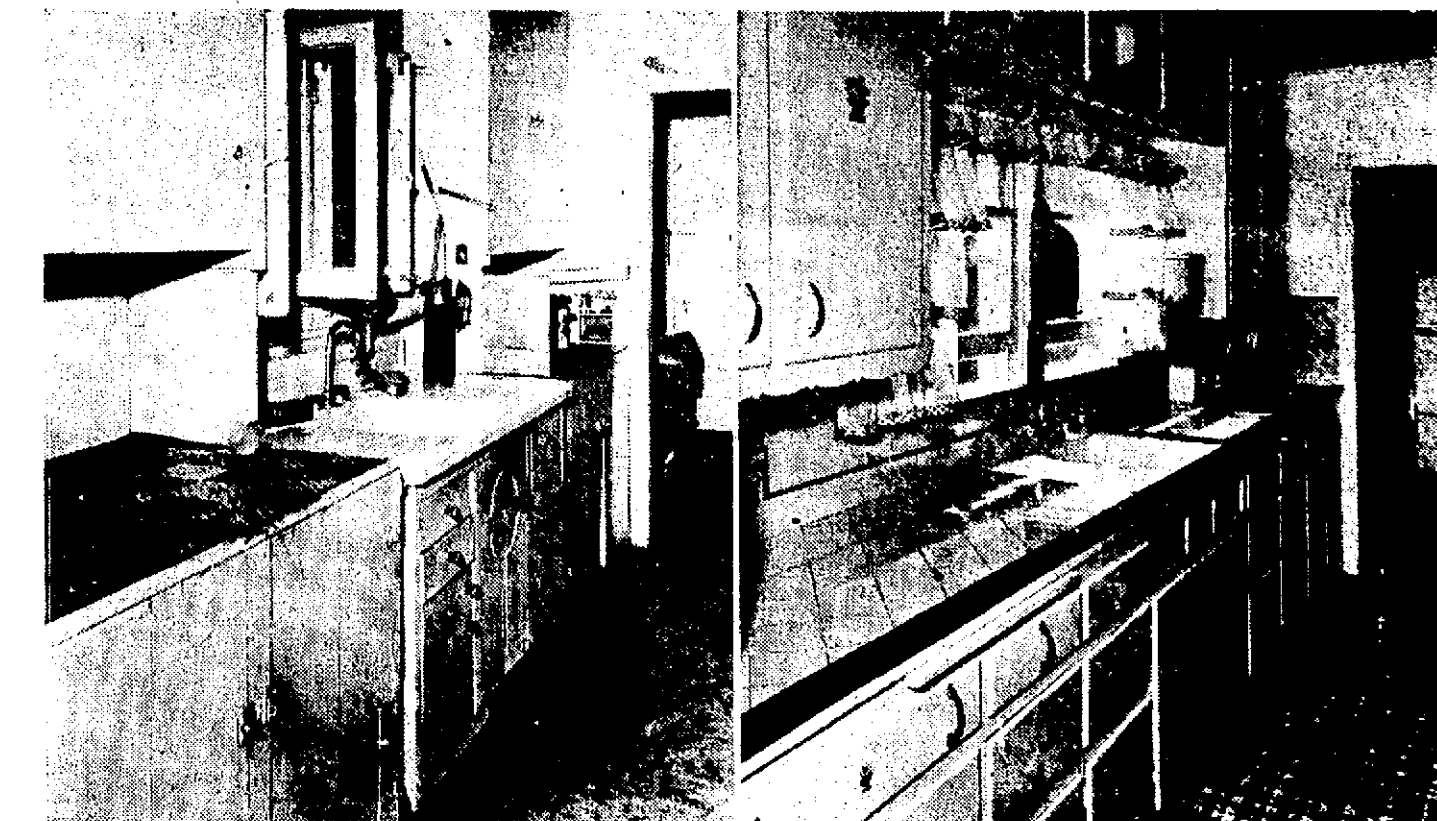
The tile work counter with the sink in the center, cabinets on either side and drawers and cabinets below takes up an entire wall opposite the dining table and stove. The refrigerator is kept just around the



The picture above shows what the little house looked like when the Millers bought it and began remodeling.

Your Picture IQ

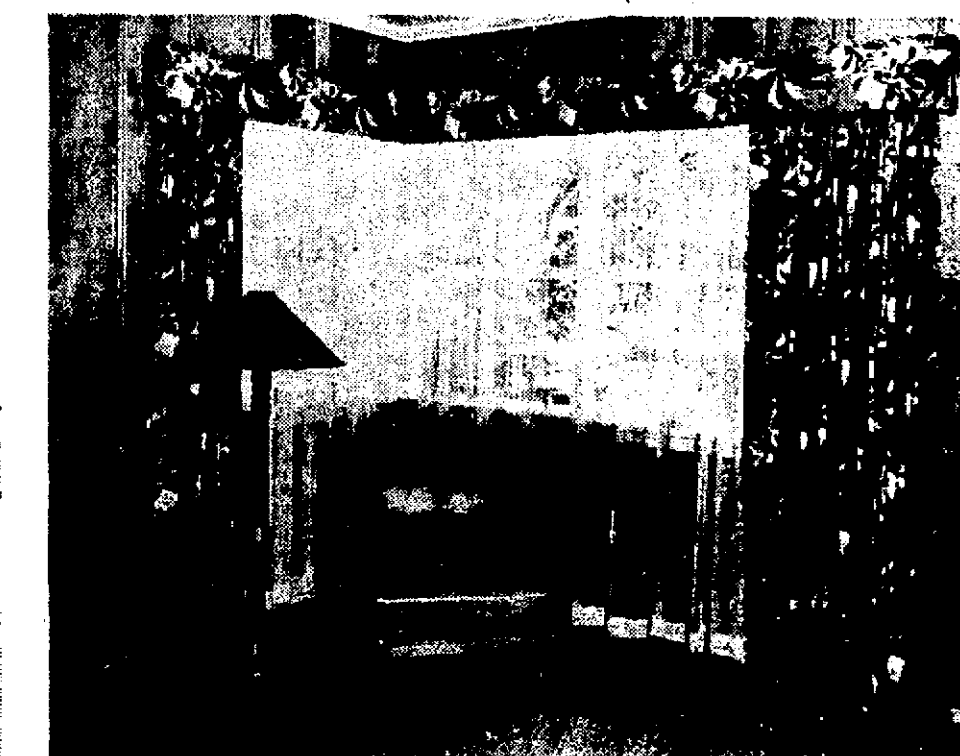
THE way pictures are hung is a good yardstick for measuring decorating skill. Scattered around the room, hit and miss, pictures may be handsome in themselves but do little or nothing to decorate the room—their effect is clutter, not decoration. Walls behind large pieces of furniture are especially tell-tale. They need special handling because the size and weight of the furniture needs balancing with size and weight. Small pictures, rather than major works by the masters will do the trick, but there must be enough of them and they must be well organized and hung according to a well-thought-out plan. Here a small hanging shelf which would be lost by itself, is worked into a good picture arrangement. You can make sure your picture hanging plan works as well as this by trying paper patterns the exact size of your pictures on the wall before pounding the nails.



Before and After: A glimpse into what was achieved in making over the Miller home is shown above. Left: An idea of how the kitchen looked before the start of remodeling. Right: Beauty and utility of modernized kitchen is apparent.



A recessed dining corner was built opposite kitchen work counter by removing unsightly walk-in closet.



Large corner windows were built into the addition to the living room. Overhanging roof shields the windows.

Silk Screen Artist



Printing on textiles by the silk-screen process provides a fascinating hobby for Rosemary Roach, a Los Angeles County school teacher, who says anyone who can trace a stencil can do it. The purple-on-beige skirt (above) is example.



Linens which she hand-blocked are in use above. Inked designs are traced on transparent paper, transferred to waxed paper. Stencil is cut from waxed paper, put on any cloth. Paint is applied with squeegee through fine silk screen taut in frame.

(Pictures and captions by Tamara Andreeva)

New Colors for Wood

IF YOU buy light furniture this fall, it will probably be darker. And if you buy dark furniture, it may be lighter. The trend in furniture fashion is for finishes to stay nearer to the natural color of the wood and to show more and more of the natural wood grain.

Gray is the exception there always must be to prove the rule. Gray finishes are widely used for modern furniture, on oak especially, at all prices. The popularity of gray has already snow-balled this color to first place for carpet, and toward the top in almost all other home furnishings, fabrics, wall paint, and paper, decorative accessories and even table linens and dinnerware. Color schemes smooths out handsomely with more gray furniture at hand.

The new changes in wood finish colors make for better color scheming in general. Light furniture finishes darken to browner shades or grayer tones and leave behind the old yellow tinged light finishes that so often looked harsh in a soft color scheme. The most popular and usually the best maple

furniture is finished in a warm light brown or a slightly grayed natural color. Light mahogany and walnut are medium beige or deep sun-tan.

The wonderful color possibilities of mahogany are used more fully in the new furniture. Because natural mahogany, even pieces from the same tree, can vary from deep brown to pale rose, this wood is more beautiful than ever as it follows the trend for new finish colors and more natural finishes. Rosewood colors are important, in mahogany, and oak and korina as well.

The new wood colors are combined in new ways. Mahogany is combined with walnut in the same piece of furniture, both mahogany and walnut are used separately with bird's-eye maple, light korina with dark walnut, colored lacquers with various light woods. Lacquer finishes continue to be used in black, red and green. What looks at first to be black lacquer is now, however, quite likely to be charcoal gray or deep green.

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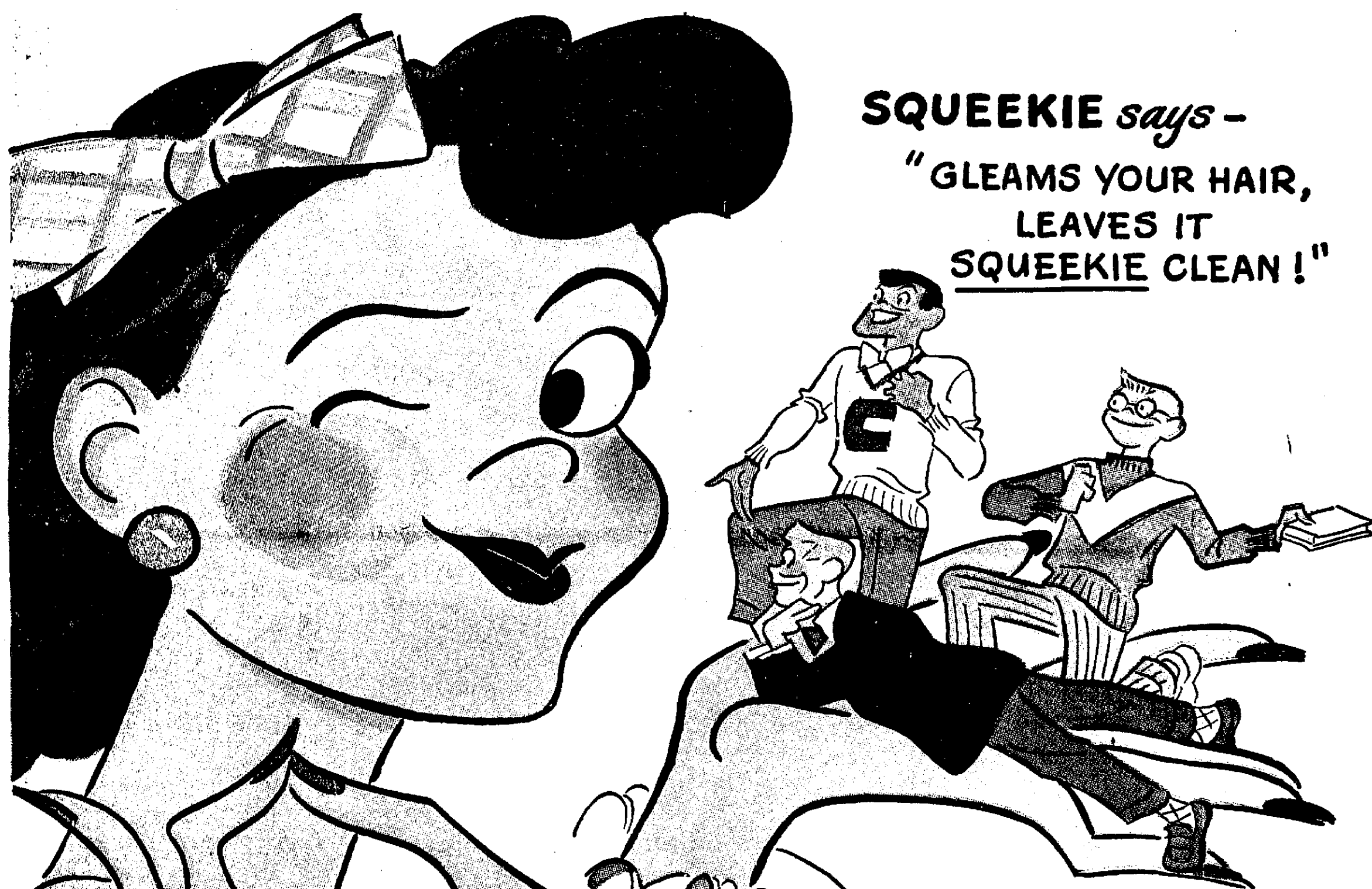
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Hats are always fun and the newest fall and winter toppers will offer plenty of interest. "Mole Mill" (above) is a draped cylinder of midnight blue mole fur, all crown, no brim, with matching veiling.

"Snow-maiden" is an eggshell velour pill-box designed for the shorter-than-short hair. Snow-white feathers in shell shapes are used as trim and moonstone scatter pins pick up transparent feel of veiling.

A pale blue felt profile hat, using white marabou-like fabric to cover the inside of the brim, makes "Snow-drift." Contrast is found in black velvet streamers and bowknot. Hats are Walter Florell designs.



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"It's just a command—a request—no offense—I didn't call you a heel!"

What Makes an Eagle Scout?

Eagle Scout, high rating among Boy Scouts, is a goal attainable only by hard study and training. Long Beach boasts a number of Eagles

By Donnell Culpepper

JOHN—and this John can be any American boy—has just been elevated to first-class Scout. He has studied hard for six months to reach that goal. He has worked at Scouting, played at Scouting, dreamed Scouting and, let us say in this particular case, he has neglected other forms of activity to climb out of the tenderfoot and second-class ranks.

Now John says that he wants to be an Eagle Scout.

Why? Hasn't he lived up to the Scout oath. Hasn't he lived by Scout law? That, briefly, is defined by these adjectives: Trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean and reverent.

Certainly John has lived up to those standards at home. In

school and at play. Yet he wants to be an Eagle.

We asked C. L. Appling, the chief Scout executive of Long Beach for many years, what he thought went on in John's mind.

Without hesitation, he replied:

"There are three reasons. First—and this will surprise you, his mother. Second, he has a burning desire to wear that Eagle badge. And third, he wants to be of greater service to his friends, his troop, his Scoutmaster and his community."

"I have talked with many boys on their way to the Eagle badge and mother is always first. She is his greatest incentive."

PERHAPS it is because John wants to show mother how big he is, how strong he can become, that he is on his way

to manhood, how many things he can learn and to prove to her that he can take care of himself under any and all conditions.

A study of Eagle Scout records in Long Beach for the last 27 years shows some interesting facts. In that time the local Scout office has made records of 25,359 boys. Of that number 431 became Eagles. That's a high figure; the national average is one Eagle in 100 Scouts.

There are 62 Eagles on the 1949 records. Some troops are without Eagles. Other troops never had an Eagle Scout. Leadership has a lot to do with Eagles, too. John may want to show mother what he can do, but he can't do it without proper guidance and that has to come through the Scoutmaster and the troop committee.

But what about dad? Doesn't he have something to do with this burning desire of John's to

become an Eagle Scout. You can bet he does. But, unlike mother, if dad is going to be another incentive to John he must work along with him. He must make John feel that John is becoming just as important as he (dad).

Too often, it does not work that easily. Dad is too busy. He has to support a family. He is interested in a club or two. He has two or three hobbies. He likes to fish. Dad thinks John will do better under another man's guidance in the troop. Sometimes he is right, but then again, it takes dad's

push and drive to show John the way.

There are four father-and-son Eagle combinations in Long Beach today. Three are in Troop 88 and the senior unit, Post 88. The other, a father and two sons, are Eagles together in Post 134. They received their badges while members of the companion unit, Troop No. 134.

Those combinations should be an incentive to Scouts everywhere. Don't think for a minute that it wasn't tough for dad to make those requirements. There are plenty of

dads who can't make first class, to say nothing of the ranks above that—Star, Life and Eagle.

You just don't read books and go to a counselor and pass such merit-badge tests as these: First aid, life saving, personal and public health, cooking, camping, civics, bird study, pathfinding, safety, pioneering, athletics (or physical development). You have to get out in the outdoors and really work for those merit badges.

THOSE are the required merit badges for Eagle. Nine others are necessary, but these may be selected from a wide range of subjects and dad would find those easier.

The merit badges are just one-fourth of what is required of a boy (or man) before he gets the Eagle badge. The other requirements are tough, too. He must have practiced the principles of Scouting from the time he entered the troop as a tenderfoot; he must have been in active service all that time and he must have demonstrated leadership ability.

One of the most noted father-son combinations is the Hoffis of Post No. 134. Nick Hoff is the father. Billy and Jimmy are the sons. All are Eagles and a credit to Scouting of California. Their post adviser, Fred Krueger, is proud of their record.

Troop 88 and its senior unit, Post 88, have three fathers and three sons as Eagles. In addition, there are five other Eagles in the two units. The fathers are Bruce Cox, Archie Bennett and Wes Becker. Their sons: Allen Cox, Kendall Bennett and Bob Becker.

Those fathers found Eagle requirements extremely difficult, but they came out on top by going along with the boys on everything. If the boys camped, they camped, if the youths swam, the fathers swam, and if the sons played baseball, the dads also put on the gloves. Other Eagles in 88 are Bill

Ward, Don Ewart, Herb Thompson, Bob Scaman and Eugene Goodban. Eugene is the son of Ken W. Goodban, the Scoutmaster. Ken is one of those rare human dynamoes who never knows when to say quit.

WE WATCHED him on a recent Sunday at a jam-boree for all the members of 88 and their families. He promoted baseball games between sons and dads Scouts and Seniors, and even Cubs and Den Mothers. He superintended the fish fry and the display of Scout skills. He was lucky; there were many dads and mothers to help him. There would be many Scoutmasters knocking at the Eagle door for their Scouts if they had such co-operation.

Many are the tales of heroism displayed by former Eagle

Scouts from Long Beach when they went out into the world on their own. We can recall these four and they made the supreme sacrifice in World War II.

There was Allen Taylor who wrote just before Christmas that he would like to see home again. He died without even seeing Dec. 25 of that year on a beachhead in Italy.

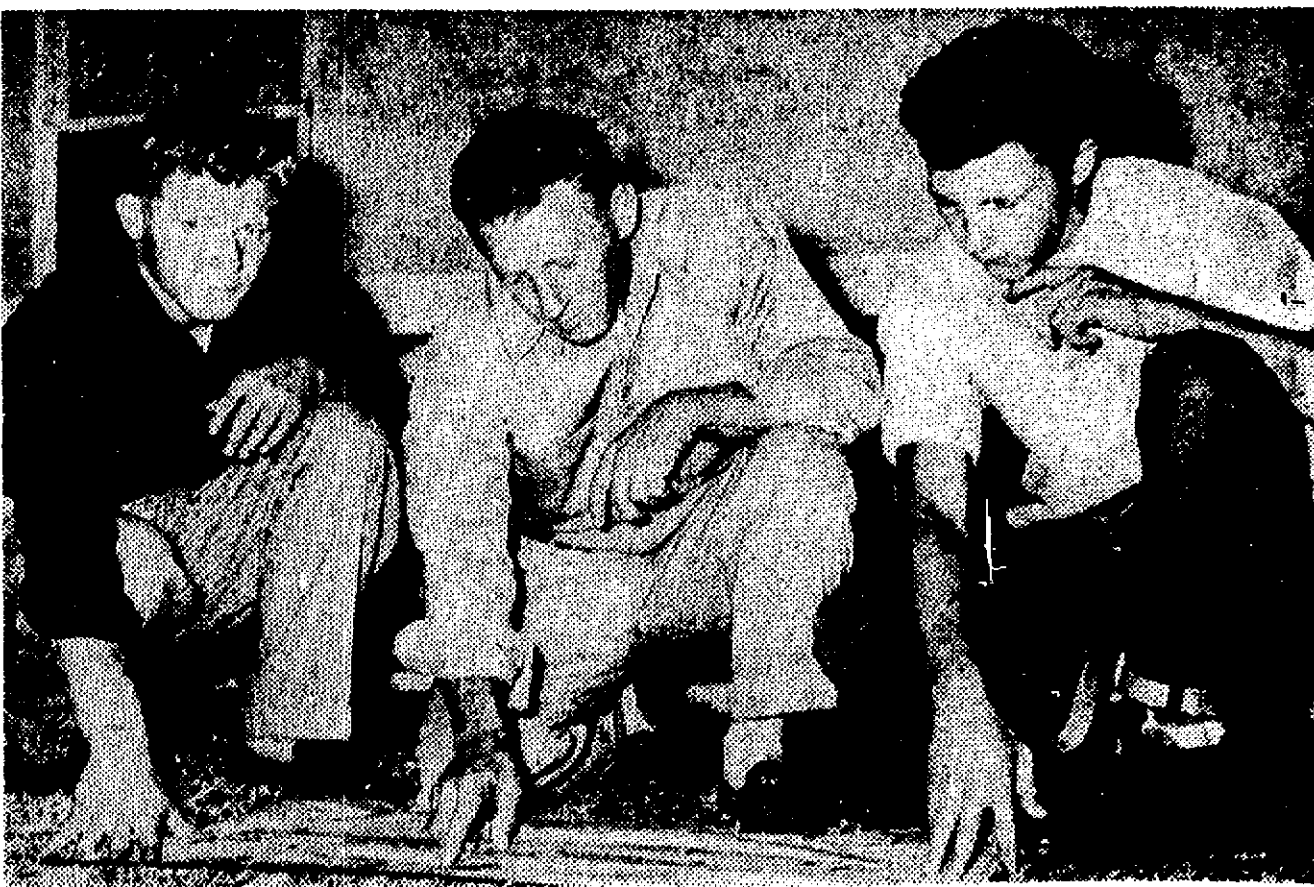
There were the Boyd brothers, Truman and Walter, who gave their lives in service to their country.

Joe Schaeffer, a former Eagle, was the first man to shoot down a German plane after the U. S. entered the war. He later was killed in an aerial battle over England.

There were many Eagles who survived and returned to their home city. They are going on to etch their names as leaders.



All Eagle Scouts: In the group at left above (l. to r. standing) are Bruce and Allen Cox, Archie and Kendall Bennett and Bob and Wesley Becker; (kneeling) Bill Ward, Bob Scaman and Gene Goodban. Right, above, Bill, Nick and Jim Hoff, Post 134, study details of a trail map.



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Scoutmaster Ken W. Goodban of Troop 88 and his sons: Gene, an Eagle; Charles, a Star; and Bill, a tenderfoot.

Camera ANGLE

By The Shutterbug

FEW SCENIC pictures have more appeal than seascapes, with their sun-flecked waves, their rolling, crested breakers. And no one has a greater opportunity to take them than Long Beach shutterbugs.

Almost everyone with a camera, it seems, is eager to try his hand at seascapes... sometimes with results that fall far short of expectations. In general, views of this type are somewhat more difficult than landscapes since a broad expanse of sky and water often has no single, central point of interest.

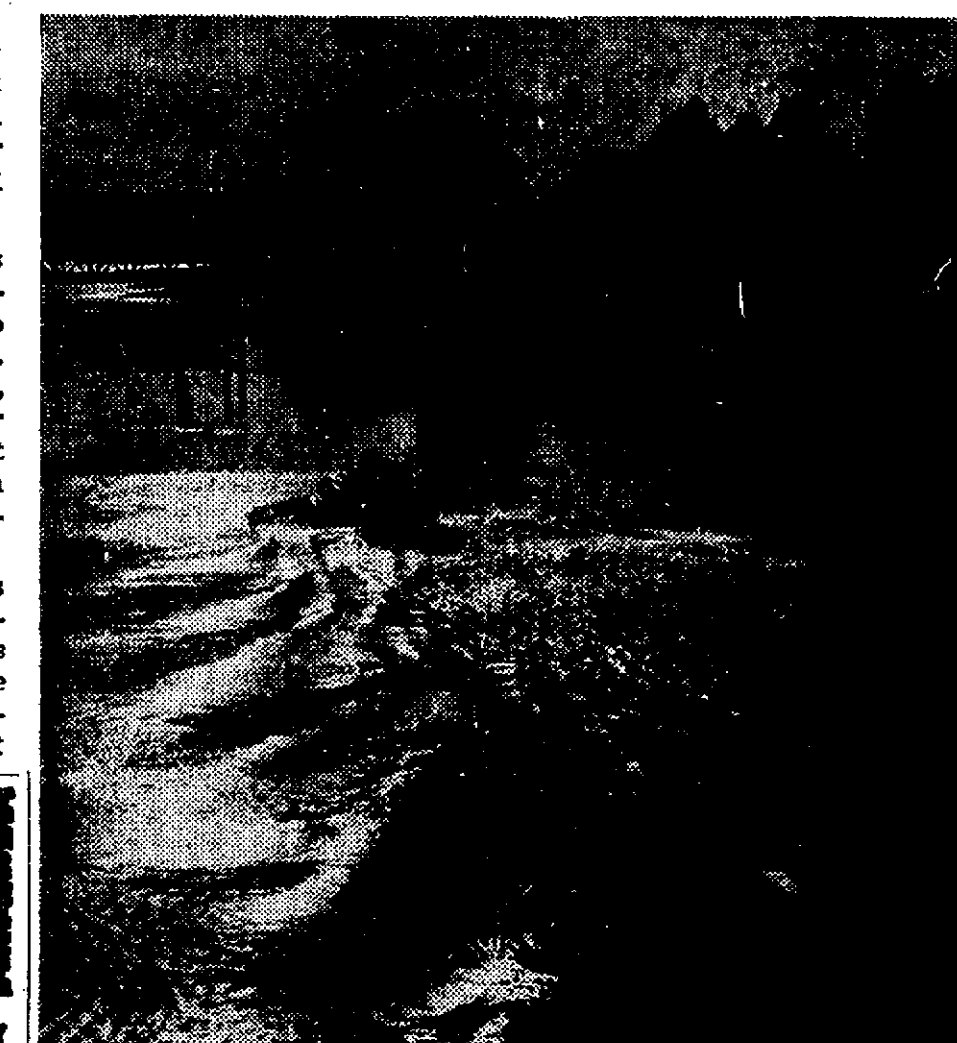
Such a point of interest is important for good composition and you'll find it helps to introduce one in your pictures. A boat, a flight of sea birds, or a rock may do the trick. Or you may find that a great white pile of clouds or a crested wave will serve to capture interest.

Exposure for marine scenes is not difficult. The important thing to remember is that less exposure will be needed than for most land subjects. A seascape with a boat

in the foreground, for example, might require an exposure of 1/100 second at f/11. The same scene with no foreground object, would require a smaller lens aperture, say f/16, with the same shutter setting.

Often in marine views you will find that back lighting helps. Coming across the water toward your camera, light will leave a dancing pat-

tern of glinting waves to give life to your picture. Don't fail to shield your lens, however, from direct rays of the sun. This may be done by using a lens hood or by having someone hold his hand or hat so that it will cast a shadow on the lens. Be sure, however, that the shading object is outside the field covered by the lens.



Back lighting often helps to make seascapes effective by dappling water with bright flecks of light.

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Plants require careful handling. May Ellen Sperle pinches back a fuchsia to produce bushier specimen.

Make Those Plants Behave

By Bob Gilmore

YOU CAN make your garden more attractive by training the plants that grow there. Thousands of ornamentals in the Long Beach area are now suffering from lack of adequate trellising and pruning. The branches of shade trees often hang down almost to the ground; vines that should be disciplined by a pruning shear run wild and

unfettered; the fun of making a plant grow the way you want it to grow is lost. This is the time to train your plants.

Plants can be trained for both ornamental and utilitarian benefits. For example, when a vine is trimmed up and properly supported it presents a more pleasing appearance. You can take that same vine and place it so objectionable scenes such as incinerators or clothes lines are hidden from view. When trained to cover up an eyesore plants serve a utilitarian value.

You can do practically anything you want with a plant. You can fatten it up with an over-rich diet; you can stunt it by starving it; you can ruin its good looks by running wild with a shear; or you can use a little garden sense and make your plants more beautiful than the catalogues describe them to be.

One of the most important points to keep in mind is that in the Long Beach area vines grow aggressively and rapidly. In a short time they build up to a tremendous weight. It is easy for them to become top-heavy. To prevent any damage the branches should be supported as they grow. Do the job gradually. Don't wait until the plant is almost ready to fall down.

Keep in mind the old saying that as the twig is bent the tree will grow. This applies not only to trees but also to shrubs and even annual plants. Calendulas, for example, may present a very spindly manner of growth unless properly handled; often the plants will not branch out at all if the leader stem is not pinched off at

about fourteen or fifteen inches.

Fuchsias and geraniums also require careful handling. Geraniums have a habit of growing tall and spindly; they can be shaped by pruning them rather sharply in late fall and during the winter. At this time they enter their dormant period.

TREES require support to encourage straight growth, to prevent their becoming lopsided and also to keep them from uprooting in rough weather. On shade trees all lateral growth should be pinched off until the specimen grows to a height of six feet. Then the tree should shape itself. If the lower limbs on older trees hang down they should be cut off. In tying the trunk to the support allow sufficient room for expansion. The ties should be placed about twelve inches apart.

The manner in which you cut camellia flowers will determine whether any flowers appear the following season. Remove as little of the stem as possible. If the branch on which the flower is produced this year is removed then there will be no blooms in that area next year.

In windy areas trees are al-

ways in danger of being ripped up. But there is a way of lessening the thrust of the wind. By removing thick growth from the center of the tree the wind will find less resistance and will pass on through.



It is not unusual for Canterbury Bells to attain a height of over four feet in Long Beach gardens.

Tips on Gardening

TIPS FOR the week... In the Long Beach area you have your choice of perhaps the most extensive bulb assort-

ment of any area in this country. Visit your neighborhood garden supply store and browse through the place. Examine the colored photographs of the various bulbs now being sold. Be sure to include ranunculus in your fall planting. Anemones and freesias are also naturals for this area.

Pot up a few hyacinths and tulips as well as growing them in the outdoor garden. Plant the bulbs deep. Seven inches for tulips is not too much. Add plenty of humus to the soil. Bonemeal is an excellent plant food because there is little danger of its burning the bulbs.

snapdragons and gladioli in sunny beds, they make a most attractive appearance. They are ideal in the outdoors and also are well suited to arrangements in the home.

One of the most colorful combinations for a vase of cut flowers is composed of Canterbury Bells and pink snaps. Pink glads with short stems are effective replacements for the snaps.

Canterbury Bells are sun lovers; make no mistake about that. Because of the thick foliage, the plants are subject to attacks by slugs and snails, aphids and other insects. Also for the reason that their life span is unusually long, it is necessary to keep the spray gun handy to ward off attacks by those insects.

If you are in no hurry for

Canterbury Bells bloom the year after planting. Seed now for your flowers next fall.

By Donnell Culpepper

CANTERBURY BELLS, those showy, prolific plants of the summer garden, should be started this fall if you are to have flowers next year. Seed sown now may produce flowers next fall, but if you have the biennial type, the plants will flower in profusion the following year.

Canterbury Bells are part of the Campanula family of flowers, which is comprised of the tall perennials, Chimney, Peach-leaved Bellflowers, the Cup-and-Saucer Bellflowers, and the low-growing perennials, such as the Carpathian Harebells and the Scotch Bluebells.

Of the entire family, the Canterbury Bells are among the most popular. While originally a biennial plant, requiring two years for blooming, they have been hybridized until we now have biennials, perennials and even annuals.

The bells, coming mostly in purple and light and dark blues, but sometimes available in pink, rose and even white, are among the most colorful for any Southland garden.

When combined with stock,

the plants to blossom, by all means try the Campanula medium (the original Canterbury Bells). Seed sown now will produce plants four feet tall in the spring of 1951 and the biggest profusion of flowers you have ever seen on one bush.

If you want flowers late next summer or fall, get the same type in plants that already have been started at commercial nurseries. Most retail nurseries have plants for sale this month.

Canterbury Bells may be divided and replanted to provide more plants.

Among the few annuals blooming in six months from seed are the Angelus Bell (deep rose) and the Liberty Bell (violet-blue). These plants often are not available because they are rare, and, as a rule, not so showy and profuse in blooms as the perennials or the biennials.

The Chimney Bellflower is a light blue favorite for borders, growing to four feet in height. Often it is used for individual potted plants and, once in bloom, is transferred to a shady spot for effectiveness in the patio.

WHILE you are considering the Campanulas, try the small rock garden type for shady locations. It is a perennial and blooms heavily in the spring and occasionally throughout the year. It multiplies rapidly and can be divided quite often without harm. When allowed to spread in a shady spot, it provides excellent ground cover and its blue flowers are colorful additions to the rock garden or the lath-covered patio.

This particular type of rock garden Campanula can be potted and used in hanging baskets. Its tiny blue flowers add much to patio color.

Campanulas of all kinds are tough little garden beauties and can take the worst winter that California produces. Both the rock garden type and the Canterbury Bells came through Long Beach's 1948-49 winter in fine shape. The plants went dormant, but, with the advent of spring, they came to life in a hurry.

Canterbury Bells are great drinkers, but the plants do not do well in a sunken location where there is danger of bogging. Consistent dampness also adds to the danger of insects.



—Planted by The Author.

Canterbury Bells are ideal for Southland gardens and are well suited to arrangements in the home.

Fall Rose Blossoms

By J. J. Littlefield

Fall bloom roses compare in size and color with spring bloom roses because the weather is cooler. The flowers are larger and more numerous. You'll help them grow and bloom their best if you cut off all faded blossoms. Give the rose a good insecticidal spraying. Loosen soil around base of plant and scatter a cupful of Red Star GROMASTER, that fine complete plant food. Water in well.

Last year a Pasadena entered 16 groups of roses for competition at the L. A. County Fair. He won 14 first prizes! He fed those roses Red Star GROMASTER the whole season.

YOURS... An attractive plastic flower ring for unusual flower arrangements. A \$3.50 value for only 50c and the name "Red Star" or a red star torn from any Red Star product bag, indicates desired color (gold, copper, green, or white). Mail to Dept. L, RED STAR, Downey, Calif., today.



Fall Gardening SPECIALS

Buy Now!
Save 10% - 50%

Hibiscus	Reg. 75c gal.	NOW 39c
Single red and white—double pink—von Kleinschmid "double yellow"		
Bougainvillea	Reg. 98c gal.	NOW 68c
Gardenias	Reg. 75c gal.	NOW 49c
Pyracantha Graberi	Reg. 75c gal.	NOW 59c
Oleanders	Reg. 65c gal.	NOW 49c
Evergreen Elm	Reg. \$2.95 gal.	NOW \$2.25
Jumbo Pansies	Per Flat	\$1.85
Deposit or Exchange on Flat		

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South of Excelsior High—Norwalk

PHONE
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For Root Crops

Root crops such as beets and carrots as well as varieties like lettuce and endive grow best when planted in double rows on raised beds.

The raised beds are constructed by digging furrows parallel to each other and about 30 inches across. The area in between is the raised bed and the depth of the furrows is determined by the soil and also the time of the year. Light soils should have a shallow furrow, otherwise the raised beds will dry out too rapidly.

After the raised beds have been formed water should be allowed to run slowly through the furrows. These become irrigation ditches. The seed is planted on the shoulders of the furrows, about one inch back from the edge.

PYRACANTHA
1-gallon can 89c

Well established bushy plants. Average height 2 ft. to 3 ft. These are 2-year-old plants. Loaded with red berries.

CLEARANCE ON ROSES
5-gal. can1.35
Patented1.95

Good selection of plants.
All Grade A. Now Blooming
LAWN CURBING25c FOOT

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NORTH LONG BEACH
We Give Blue and Gold Stamps
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GIANT SEPT. PLANTING SALE

BOUGAINVILLEA Red & Purple
CHRYSANTHEMUMS Nice Plants
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IVY (pots) 9c :: African Violet, 39c
PHILODENDRON 2 for 25c
GARDENIAS, 49c :: HIBISCUS, 49c

STOCKS—SNAPS—CALENDULAS 20c DOZ.
PETUNIAS—ASTERS15c DOZ.
PHLOX—MARGOLDS25c DOZ.
CARNATIONS—18c DOZ. BEGONIA.....25c DOZ.
DELPHINIUM29c DOZ.
SWEET PEAS—In plant bands. 39c DOZ.
Separate colors. Reg. 75c Doz. 69c DOZ.
DICHONDRA 69c FLAT
PANSIES & DUSTY MILLER.....29c DOZ.....1.98 FLAT

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15629 ATLANTIC—COMPTON
BETWEEN OLIVE AND COMPTON BLVDs.

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Riverdale Nursery's Annual Clearance Sale Is Now On... Entire Nursery Stock

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OUR LOWEST PRICES OF THE YEAR

Take Advantage of This Greater Saving and Complete Your Landscape

SOME OF THE SPECIALS IN 1-GALLON SHRUBS

HIBISCUS (5 Colors) Reg. 75c Now... 49c	GARDENIA (Mystery) Reg. 85c Now... 49c
Bougainvillea (3 Colors) Reg. 1.25 Now... 69c	OLEANDER (4 Colors) Reg. 75c Now... 49c
PYRACANTHA (Red Berries) Reg. 85c Now... 69c	HYDRANGEA Reg. 65c Now... 49c
ROSE BUSH Reg. 75c Now... 50c	CLIMBING ROSE Reg. 85c Now... 69c

TREE ROSES Reg. 1.95 Now... 1	3-YEAR-OLD LARGE LEMON TREE Reg. 3.95 Everbearing Eureka Now 2.45	FRUIT TREES Reg. 2.50 Now... 98c
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ALL KINDS OF SHADE TREES . . . 1.00 to 2.95

PLANT YOUR BULBS NOW!

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NARCISSUS doz. 75c	FREESIAS doz. 39c
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FREE DELIVERY Open Sundays



Delicious home-made food, carefully arranged in a lovely garden setting, will be a most gracious and a long-remembered portion of the wedding festivities.



WEDDING BREAKFAST

Cold Sliced Roast Turkey
Cold Sliced Baked Ham
Vegetable-Aspic Ring with
Potato Salad Supreme
Thin Watercress Sandwiches
Hot Coffee Iced Coffee
Heart Molds of Ice Cream
with Fresh Strawberry Sauce
Wedding Cake

Wedding Reception Feast

By Mildred K. Flanery

WEDDINGS are surrounded by more tradition and sentiment than most any other event in a lifetime. But it's a misnomer that all brides choose the month of June in which to marry. Neither does tradition dictate whether a wedding shall be a little one or a large one, for either can be truly lovely.

The garden, too, whether formal or informal, is one of the nicest settings—its simplicity and the friendliness of familiar surroundings can make it as memorable as this never-to-be-forgotten occasion should be.

But—getting back to tradition—foods have always played an important role in the proceedings and traditions relating to the bridal dinner, reception and such are preserved with great care. Yet, how long ago these customs began!

In early Ireland began the custom of a dinner before the wedding, at which time the officiating priest would cut and serve the "bridecake" in exchange for suitable donations from the guests. A more subtle

way of encouraging wedding gifts was practiced on the Isle of Man, where guests contributed to the breakfast held before the wedding. These people also followed the custom of working up an appetite by walking three times around the church before attending the festivities.

In Scotland, the bride took aim and threw her wedding cake over the groom's house, the height of her throw determining the happiness of the marriage. The lighter the cake, of course, the easier the throw; so the ability to make a perfect cake was a prized accomplishment.

Enough for tradition... today we're going to talk about the small, informal wedding reception. Where the garden is the setting, arrange the table against an attractive outdoor background such as a rustic vine-covered fence. The flowers should be the prettiest blossoms found in the garden.

Here is a delicious wedding breakfast menu that is in keeping with the simple appointments of the home ceremony and can be almost entirely prepared in the family kitchen.

The sliced meats, the aspic ring and the potato salad supreme can all be prepared hours before the ceremony. Have the whole wheat and white bread for the watercress sandwiches sliced in advance; it is a simple matter to assemble them while the coffee is being made.

Speaking of coffee, it is well to serve it both hot and iced for this gala breakfast. Be sure that it is freshly made, fragrant and rich as only good coffee can be. For the iced coffee service, you will need a pot full of hot double-strength coffee and a generous container of ice cubes. Fill tall glasses to the top with ice, and pour the coffee over it at time of serving. An attractive and practical touch is a pitcher of simple syrup to be used as sweetening. As to the aspic ring and potato salad, here is how to prepare them:

Vegetable Aspic Ring

3 cans (4½ cups) vegetable juice
2 tablespoons lemon juice
Combine vegetable juice, bay leaf, salt, cayenne, Worcestershire sauce, onion and tabasco. Simmer 5 minutes. Sprinkle gelatin on cold water; dissolve in hot vegetable juice mixture. Add lemon juice. Pour into 1½-quart ring mold. Chill until set. Unmold. Fill center with potato salad supreme. Garnish with cucumber slices. Yield: Ten servings.

Potato Salad Supreme

6 cups cubed, cooked potatoes
2 tablespoons finely cut chives
2 cups diced, seeded cucumber
1 teaspoon celery salt
1 cup cooked green peas
1½ cups salad dressing
¼ teaspoon salt
few grains pepper
Combine all ingredients; mix well. Serve in center of aspic ring. Yield: Ten servings.

Should the wedding reception move inside—and there's no reception so warm and friendly—the fact is, most brides prefer it to a big affair at a hotel—make sure that everything will go smoothly by first making careful plans and by not trying to be too elaborate. That doesn't mean that the table cannot be one of formal dignity and loveliness such as the one suggested here, simple but effective.

Then should one prefer a late evening reception, with say a champagne bowl and cake, we suggest trying this recipe for bride's champagne bowl and this fruited honey wedding cake. It's truly the "piece de resistance" and indeed suitable for a queen of hearts on this, her day of days. Here are the recipes for bride's champagne bowl and fruited honey wedding cake.

Bride's Champagne Bowl
3 cups sugar
2 cups lemon juice
4 cups canned pineapple, cubed
1½ quarts ice water
1 quart strawberries fresh or frozen
2 bottles champagne
1 bottle sauterne
Chill champagne and sauterne thoroughly. Dissolve sugar in lemon juice. Combine in a punch bowl with pineapple. Add a square block of ice. Add chilled sauterne and ice water. Just before serving, add strawberries and chilled champagne.

Fruited Honey Wedding Cake
Preparations: Have the shortening at room temperature. Grease and lightly flour 9-inch tub pan. Start oven for moderate heat (350° F.). Sift flour once before measuring.

Make meringue by beating 6 egg whites with rotary egg beater (or at high speed of electric mixer) until foamy. Add ¼ cup sugar gradually, beating only until meringue holds up in soft peaks. Measurements: Measure in to sifter:
3½ cups sifted cake flour
4 teaspoons double-acting baking powder
1½ teaspoons salt
¾ cup sugar



For a more formal reception but one which takes place in the home, the attractive "spread" above is good.



Nothing is more appropriate for the wedding buffet than a large white cake with honey, fruit and nuts.

Measure into bowl:

1 cup shortening
Mix in small bowl:
1 cup milk
½ cup honey
2 teaspoons almond extract
Have ready:
6 egg whites, beaten to meringue with cup sugar
1 cup finely chopped candied cherries
½ cup finely chopped citron
1½ cups chopped nut meats

Mixing: (Mix by hand or at a low speed of electric mixer.) Stir shortening just to soften. Sift in dry ingredients. Add liquid and mix until all flour is dampened. Then beat 2 minutes. Add meringue mixture and beat 1 minute longer. Fold in fruits and nuts. (Count only actual beating time. Or count beating strokes. Allow about 150 full strokes per minute. Scrape bowl and spoon often.)

Baking: Turn batter into pan. Bake in moderate oven (350° F.) 1½ hours, or until done. Cool in pan ½ hour or more. Then store overnight or longer.

Decorating: A few hours before serving, spread fluffy honey frosting inside circular opening of cake and swirl generously over top and sides. Place fresh roses on platter around cake.

Fluffy Honey Frosting

2 egg whites
¼ teaspoon salt
1 cup honey
Beat egg whites with salt until stiff enough to hold up in peaks, but not dry. Pour honey in fine stream over egg whites, beating constantly 10 to 15 minutes or until frosting holds its shape. Or beat about 6 minutes at high speed of electric mixer. Makes about 4½ cups frosting.

New "Saucepan" Yeast Rolls

YOURS IN ½ THE TIME OF OLD FASHIONED RECIPES!

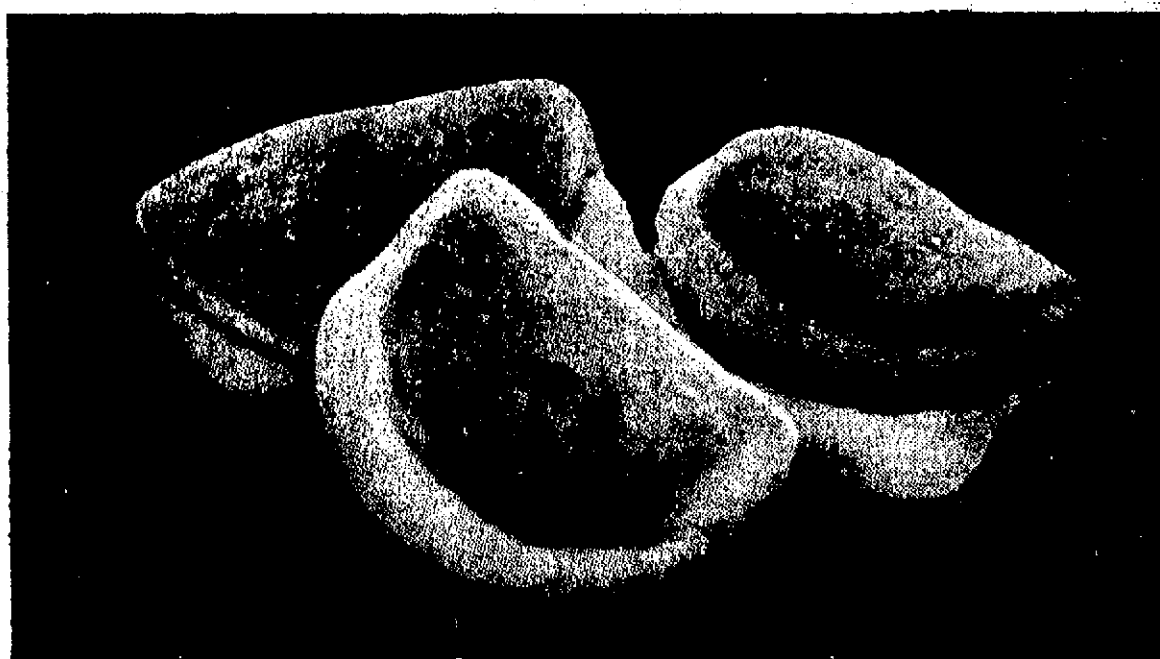


Make 5 kinds of rolls with this easy method

by Martha Meade

It's the mix-in' and fix-in' the trick's in! "Saucepan Yeast Rolls" are made without waste motion... without a lot of utensils... and without the "first rising time" of old fashioned recipes! This streamlined, modern method is so easy and quick... so trouble-free... so sure! Yes, SURE, because Sperry guarantees this baking method cannot fail! When you follow this Martha Meade "Saucepan

Yeast Roll" Method and use Sperry Drifted Snow "Home-Perfected" Enriched Flour, you'll have perfect bakings the first... and every time... or the Sperry Millers will refund double the amount you paid for your sack of Drifted Snow! No wonder "Women Who Know, Use Drifted Snow"—the all-purpose flour for all their bakings.



POTATO PARKER HOUSE ROLLS

In a metal saucepan (2 quart size) bring rapidly just to a boil—
½ cup milk

Take from heat and add —

½ cup shortening
3 tablespoons sugar
1 teaspoon salt
½ cup unseasoned, mashed white potato

Stir mixture until well blended. Then add, in order —
1 egg, well beaten
1 cake moist compressed yeast, crumbled

Stir until yeast disappears. Then add ½ of —
2½ cups sifted Sperry Drifted Snow "Home-Perfected" Enriched Flour

Beat thoroughly to form a thick, smooth batter. Add remaining flour and mix into a moderately stiff dough. Turn out on floured board and knead lightly about 30 seconds (about 50 strokes) forming dough into a smooth ball. Cover with a damp cloth and allow to rest 15 minutes. Roll dough ¼ inch thick. Cut into 3-inch rounds. Make deep crease across the center of each

Sperry Division of General Mills

"Sperry," "Drifted Snow," "Home-Perfected" and "Martha Meade" are registered trade-marks of General Mills, Inc.



SOUR CREAM CINNAMON STICKS

In a metal saucepan (2 quart size) bring rapidly just to a boil —
1 cup sour table cream

Take from heat and add —

2 tablespoons shortening
3 tablespoons sugar
1 teaspoon salt
½ teaspoon baking soda

Stir mixture until well blended. Then add, in order —
1 egg, well beaten
1 cake moist compressed yeast, crumbled

Stir until yeast disappears. Then add ½ of —
3 cups sifted Sperry Drifted Snow "Home-Perfected" Enriched Flour

Beat thoroughly to form a thick, smooth batter. Add remaining flour and mix into a moderately stiff dough. Turn out on floured board and knead lightly about 30 seconds (about 50 strokes) forming dough into a smooth ball. Cover with a damp cloth and allow to rest 15 minutes. Roll dough into an oblong about 18 x 6 inches. Spread entire surface of dough with —
2 tablespoons melted butter

Then sprinkle half of dough (the long way) with —
½ cup brown sugar
1 teaspoon cinnamon

Fold unsugared dough over sugared half, pressing down lightly to seal in filling. With a sharp knife, cut dough into 18 strips, 1 x 3 inches. Then taking each strip at both ends, twist it in opposite directions, twice, forming a spiral stick. Place on greased baking sheet about 2 inches apart, pressing both ends of sticks firmly and flatly to the pan. Cover with damp cloth and let rise in warm place until light and double in bulk, about 40-45 minutes. Brush with melted butter. Bake in a hot oven, 400°, for 10-12 minutes. While still warm, spread tops of baked sticks with icing made by mixing ¾ cups sifted powdered sugar with 1 tablespoon table cream. 1½ dozen sticks.

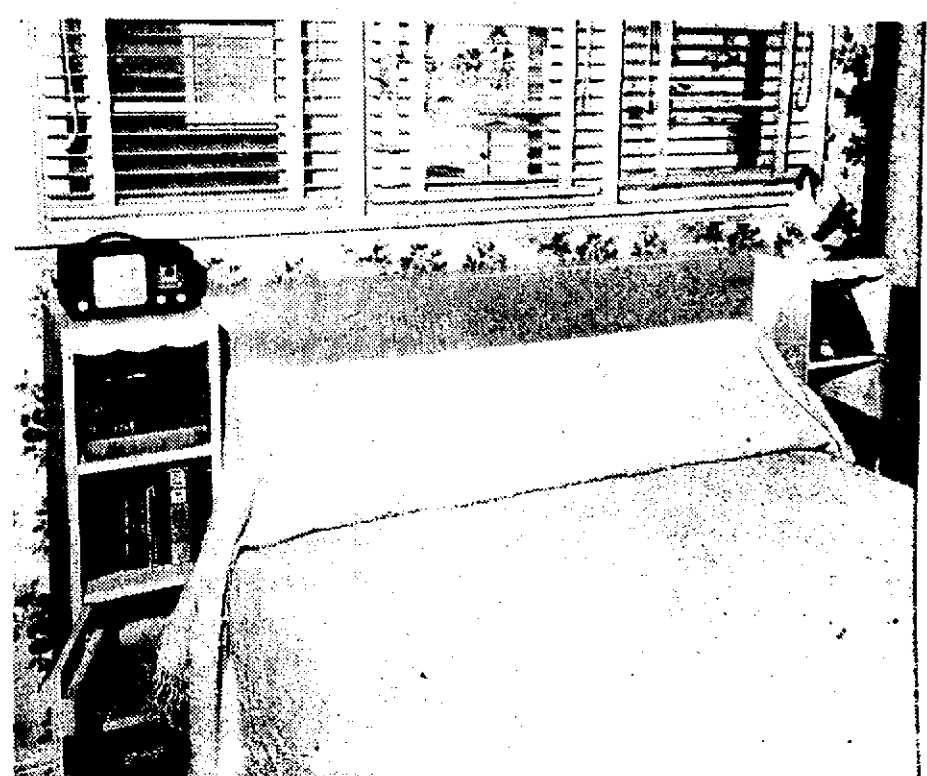
Your Grocer has the Recipes!

In addition to the two recipes shown here, your grocer has 8 more "Saucepan Method" recipes for you. How do they sound to you—Brioche Puffs, Pineapple Whirls, Tomato Cheese Crescents? Get the complete set of Martha Meade's "Saucepan Yeast Rolls." See your grocer today!



HERE'S AN IDEA:

Useful Built-ins



—Jasper Nutter Photo.

Cabinets are built into the headboard, itself a built-in feature, of Hollywood-type bed in J. W. Dallas home.

By Peggy Sewell

MR. AND MRS. JOHN M. DALLAS JR. of 112 Seventh St., Seal Beach, believed that their small bedroom could be made more comfortable if its basic furnishings were built in. Good built-ins, well-planned and well-placed, can do a great deal to conserve space and increase the livability of a small room.

In addition to a built-in wardrobe and dressing table, Mr. and Mrs. Dallas designed a built-in headboard for their Hollywood-type bed. It was simply constructed of knotty pine and painted an off-white to blend with the background of the wallpaper.

The cabinets at either end do away with the ordinary nightstand and are both functional and decorative. For functional purposes, the two

upper shelves have been left open for books or other bedside supplies and the two lower ones have been inclosed to be used for extra storage space.

Scallops have been added to the top as a decorative note and as a complement note and used as a complement to those used elsewhere in the room. Also, since there is no back to the shelves, the colorful floral wallpaper shows through, adding dramatic emphasis.

As a result of careful planning and their own labor, Mr. and Mrs. Dallas now have a bedroom which is compact and which creates an impression that it is much larger than its actual size. Though modern in conception, this headboard detracts nothing from the provincial motif of the Dallas home.

Automotive News



Most U. S. Cities Facing Problem of Car Parking

DETROIT, Sept. 24. (AP) There is scarcely a single major city in the United States where downtown parking and the handling of rush hour motor traffic have not become serious problems. Vehicular traffic since the war has increased far more than have the facilities for handling it.

At last year's end there were more than 41,000,000 publicly and privately-owned vehicles using the nation's highways. By the end of this year the total probably will exceed 43,500,000.

There have been many guesses as to how many such vehicles the highways can handle. Some authorities have suggested another five years will bring the vehicle total to 50,000,000. To handle that volume there will have to be a substantial expansion of parking and highway facilities.

How fast the nation's car population is growing may be suggested by the fact more than 1,700,000 new passenger cars have been registered in the last four months. In the same period close to 300,000 new trucks and busses also were licensed for use.

Most of the new car sales probably involved trade-ins. However, the traded vehicle in most instances found a new owner. The number of vehicles being sent to the scrap heap still is considerably below the prewar average.

No Corner Post on Windshield

WASHINGTON, Sept. 24. An automobile windshield which does away with corner posts, thus removing blind spots, has been patented here by Donald Lelone, Essex Falls, N. Y.

In Lelone's design, there is a center post to support the top, directly above and back of the midpoint of the hood. Pivoted on either side of this are two wide, hinged windshields that sweep back with a continuous pane of safety glass to the rear edge of the car door.

Pins from the lower edges of the windshield slide in slots on the top edges to the doors. When one of the doors is opened, its windshield swings open with it. While the inventor describes his design only as applying to closed cars, it could probably be used on convertibles also.

New Nash Has Aero-type Lines, Reclining Seat

Graceful styling is the keynote of the new 1950 Nash, now being shown publicly. Features include fully enclosed front and rear fender openings, massive "wrap-around" bumpers, and larger bumper guards. The aerodynamic design is aimed at reduced wind resistance. Optional equipment on all 1950 models is the airplane-type reclining seat, at right. The right front seat is adjustable to five positions. The new Nash models are now on display at Severin Motors, 630 American Ave.

Mercury Is Only Plant to Trim Month's Output

DETROIT, Sept. 24. (AP) Automotive News said that although many plants had been expected to trim schedules somewhat in September, the only place where output has been cut this month is at Mercury. However, it added, overtime schedules are resulting in production of about 2000 more Ford cars than usual each week. The trade paper said total January-through-September output should approximate 3,959,000 cars and 912,000 trucks.

Automotive Plants Could Turn Out 6,000,000 Cars This Year if They Desired

By DAVID J. WILKIE
Associated Press Automotive Editor

DETROIT, Sept. 24. (AP) The car industry could build 6,000,000 vehicles this year but it won't. More likely is a final total of about 5,800,000.

With the output of three and one-half months yet to be counted, the factories in the United States have built more than 4,550,000 cars and trucks. They would need to do only as well in the remainder of the year to reach the 6,000,000 figure, for the first time in car industry history.

But the production pace has been little short of phenomenal in recent weeks. Nobody close to the industry believes it can be maintained much longer.

Most of the car makers are talking about new production marks. Many whose prewar showing was only fair are suggesting they will win higher standing in output and sales volume. However, it is more than likely that when the car industry's business again finds its normal level the standing of the various companies will not differ greatly from what it was just before the war.

That would have Chevrolet first; Ford second; Plymouth third; Buick fourth and Pontiac fifth.

Chevrolet seems quite safely set in first place in passenger-car production and sales. It has topped Ford's output so far this year by more than 200,000 units. Most recent production figures of these two great car makers gave Chevrolet a total so far this year of about 800,000 cars and Ford 584,000. Chrysler's Plymouth division has built nearly 400,000 since Jan. 1.

The only companies that have not bettered their production over last year in the current record-breaking production era of the automotive industry are Kaiser-Frazer and Crosley. K-F, which built 128,000 vehicles during the first eight months of 1949, has turned out only about 52,000 so far this year. Crosley's 1949 output to date of 7500 compares with 24,000 in the same period last year.

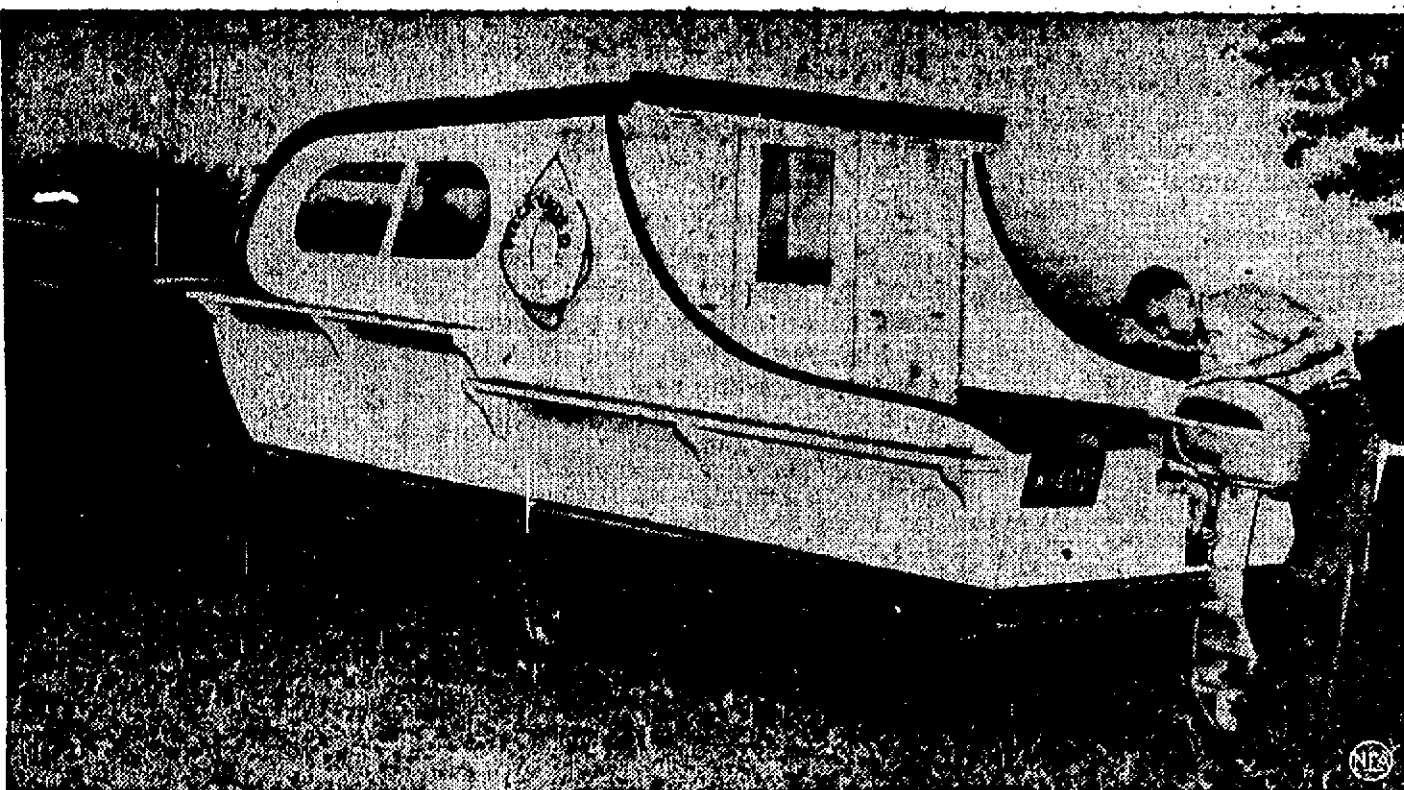
Production tabulations show that of the industry's total passenger car output to date this year of 3,700,000 units, the big three of General Motors, Chrysler and Ford have accounted for 3,155,000. Studebaker with 154,000 and Hudson with 111,850 got the biggest slice of the remainder. Most industry heads agree that if this year's final production figures reach around 5,800,000 cars and trucks the mark will stand for some time. The present record of 5,358,420 vehicles held up for 20 years.

1950 production isn't likely to go above 5,000,000 units, according to present indications.

Car Advertising Code Planned

SAN DIEGO, Sept. 24. An advertising code for the new and used automobile industries in San Diego will be drafted by the Automobile Selling Practices Committee of the local Better Business Bureau, Frank B. Jennings, bureau manager, announced last week.

The committee, Jennings said, reviewed complaints of automobile selling practices filed with the bureau, and decided that some "selling practices in the used car field particularly are not in the public interest, and that the industry itself is damaged by the unfair practices."



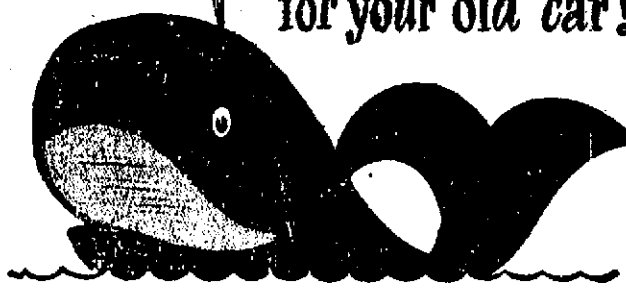
AT HOME ON LAND OR SEA—A Chicago manufacturer designed this combination trailer and houseboat. Tow it behind your auto, and you have a conventional home on wheels. If you'd rather live in a houseboat, take it down to the lake, draw up the retractable wheels and float away. On land or sea, you're right at home. The combination trailer-houseboat will be built and marketed in the Midwest.

Driver Really Has Troubles

SEATTLE, Sept. 24. Lloyd A. McIsaac, 22, door-to-door salesman, was cited in traffic court here for operating a car with defective footbrakes, emergency

brake, headlights, tail lights, window glass, horn, muffler and tires. McIsaac said he was on his way to a repair shop when arrested.

Get a WHALE of a trade-in allowance for your old car!



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FULL PRICE as low as \$1896 plus tax

GLENN E. THOMAS
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OPEN EVENINGS 'TIL 9 ALL DAY SATURDAY AND SUNDAY

Testing Diesels at High Altitude

SAFFORD, Ariz., Sept. 24. Diesel engines are undergoing altitude tests far up on Mt. Graham, the 10,516-foot peak which looms over Safford just to the south.

These huge truckloads of engines and other apparatus were hauled up to the 10,000-foot level by a 15-man crew from the General Motors Corp. Eight to 10 weeks will be spent observing performance of the Diesels at altitudes down to 5000.

Always drive on the right-hand half of the roadway except when passing cars going in the same direction, when turning left, when the right-hand half of the roadway is closed or obstructed or on a one-way road. (Veh. C. Secs. 525, 525.1.)
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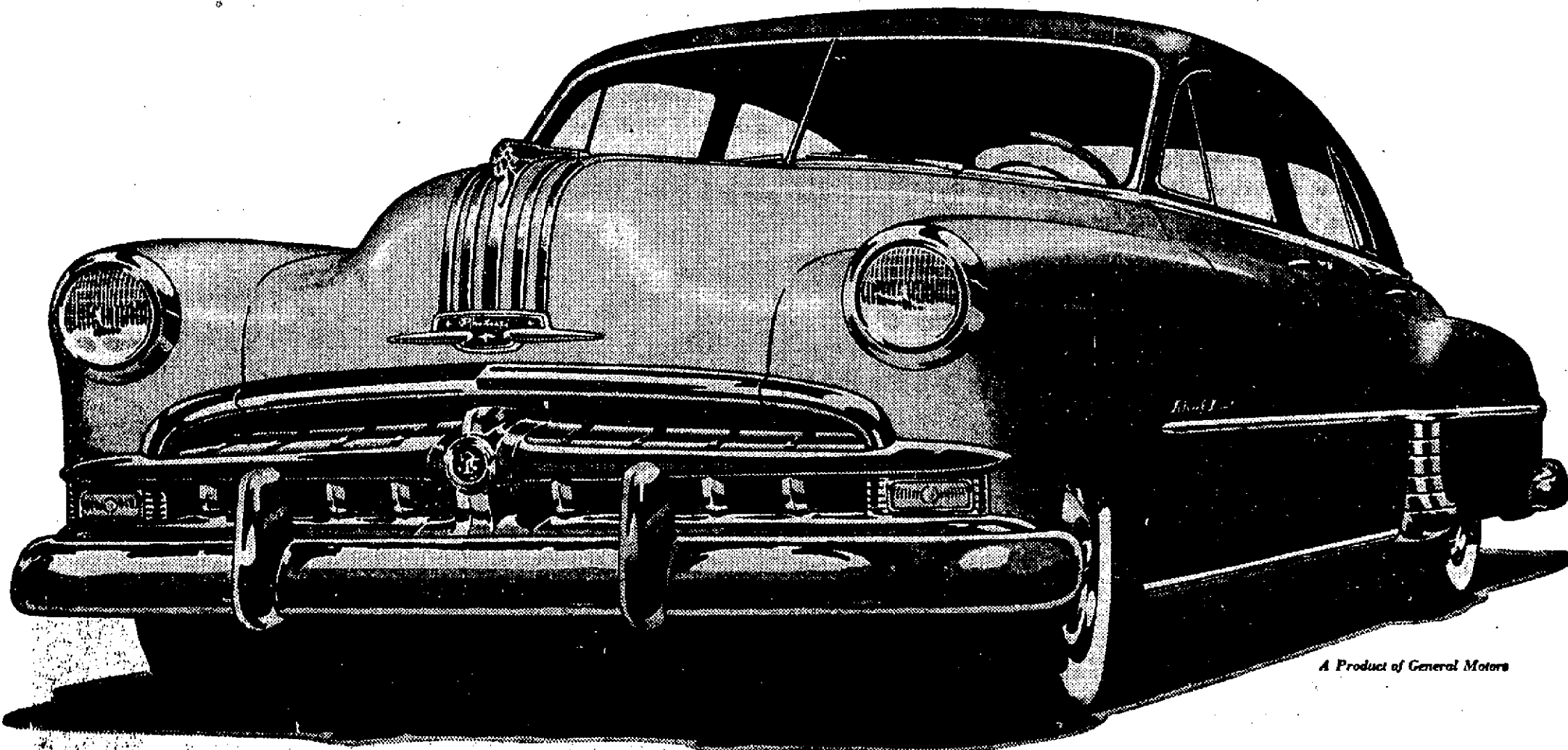
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PONTIAC



You can Think yourself into this!

Yes—if you're going to buy a motor car—you can think yourself right into a Pontiac! Think of the most beautiful car you have seen anywhere in 1949. That's right, it's the Silver Streak Pontiac. Think of the car you've heard the nicest things about in the last half dozen years. Pontiac, beyond any question— isn't it?

Think of the car that's nationally famous as a wonderful used car buy. Pontiac again!

Think of the car which brings you the outstanding things from General Motors, year after year—at a price you can readily afford. Again, it's Pontiac.

Think which low-priced car looks most at home before smart hotels and swank country clubs—

and wherever smart people gather. Once more, it's Pontiac by a mile!

Isn't it about time to stop thinking and start walking—right down to our display room?

We'll put you behind the wheel of a 1949 Pontiac—and we're ready to bet that you'll be there for "keeps". For here's the easiest car to fall in love with in the whole wide world!

The Most Beautiful Thing on Wheels—Plus All These Added Advantages!

1. America's Lowest-Priced Straight Eight.
2. Completely New Bodies by Fisher.
3. Wider Seats—Added Room.
4. Wide, Easy-Access Doors.
5. New Wide-Horizon Curved Windshield.
6. New Dial-Cluster Dash.
7. New Finger-tip Starter Button on Instrument Panel.
8. New Low-Pressure Tires, 15" Wheels and Wider Rims.
9. Exclusive New "Travelux" Ride.
10. Pontiac Famous Improved Straight Eight and Six Cylinder Engines.
11. New Ventilating System.
12. Lowest-Priced Car with General Motors Hydra-Matic Drive.*
13. Carry-More Luggage Space.
14. Safe-T-New Driver View.

*Hydra-Matic Drive optional on all models at extra cost.

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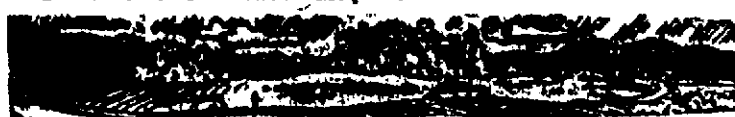
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★ UPTOWN ATLANTIC ★

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"There's No Place Like Holmes"



Playing in Road Leads in Accidents
Over half the injuries to children pedestrians are caused by playing in roadways and by their emerging from behind parked cars.

Two-thirds of Car Fatalities Pedestrians
Two-thirds of the persons killed in city motor vehicle accidents and about one-sixth of those killed in rural traffic accidents are pedestrians.

Truckers Hire Road Engineer

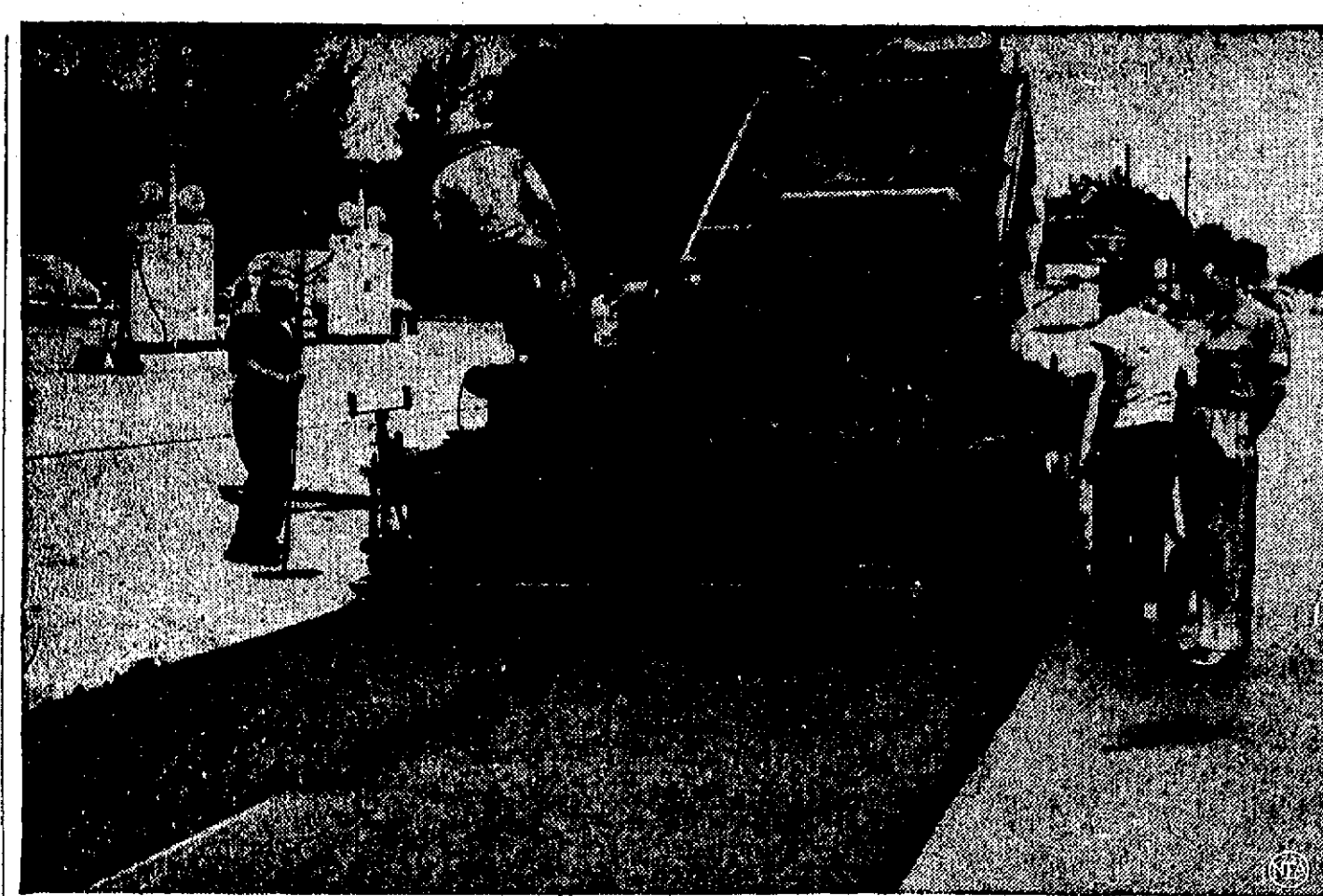
DENVER, Sept. 24. A California highway engineer has been hired by western trucking interests as an adviser on problems of highway design and traffic density, according to J. W. Ringsby, Colorado director of the Western Highway Institute.

E. L. Mills, formerly of the California Division of Highways, has been employed by the institute which represents truckers in 11 western states, Ringsby declared.

Part of his job will be to "actively co-operate with state highway and highway patrol officials on matters affecting commercial use of the highways," Ringsby said.

Mills is a graduate of the University of Oregon, a former engineer with the Transportation Corps during the war. He has been with the California highway department for nine years.

Ringsby, head of Denver's Ringsby Truck Lines, said the institute is making studies of highway hazards as they are viewed by truck drivers. This information, he said, will be assembled in engineering reports to be passed on to highway officials throughout the western states.



HERE'S ROAD WITH EXTRA BOUNCE—Cars should really bounce along this strip of roadway in Columbus, Ohio. It's one of two streets where the Ohio highway department is laying a 300-foot experimental patch of rubberized pavement. The sample strips, 12 feet wide, will each include more than 400 pounds of rubber. The rubber roads will be studied as to durability and non-skid qualities. The project is expensive, and it will take years of testing to determine whether rubber roads are practicable.

Over 24,000,000 Prewar Cars, Trucks Still Used

DETROIT, Sept. 24. (AP) In the little more than four years since the war the auto industry has built almost 18,500,000 vehicles.

That's a lot of vehicles. But it includes about 1,300,000 cars and trucks that were shipped to foreign markets. The remainder probably sounds like a lot of vehicles, too, but—

There still are more than 24,000,000 prewar cars and trucks in use.

Use of motor vehicles is increasing steadily; there are 10,000,000 more vehicles in use today than four years ago.

Shortages and high prices have influenced several million motorists to keep their aging cars, with the help of a lot of service and parts replacement.

But this increases in cost as the cars grow older. Eventually the old car reaches the point where it has to be replaced in its entirety. This is what the auto makers are thinking about when they say their market for new cars should be good for several years to come.

AVERAGE LIFE 12½ YEARS

In some industry quarters you can hear it said that automobiles are much more durably built than they were before the war. To support the assertion you are told the average life of an automobile now is nearly 12½ years against slightly more than eight years in 1935.

You are told also that the accumulated lifetime mileage of the average car now exceeds 100,000 against around 58,000 in 1935.

But the figures are somewhat misleading. Shortages and high new car prices prolonged the life of many millions of vehicles.

Of course, most of today's cars can be driven 100,000 miles or more with proper care. However, few cars get proper attention. Most of them begin to consume oil and more than a reasonable amount of gasoline about the time they have accumulated 35,000 miles.

Proper care as the car manufacturers interpret it means attention to the smallest details. Most mechanical damage is done by failure to keep lubricating oil at the proper level in the crankcase.

Much has been said about the return of competition among the car makers next year. Many of them already are in the midst of a buyers' market. It is true, however, that motor vehicle replacement needs could keep the assembly lines rolling in high speed for many years to come.

INSTALLMENT BUYING

Certainly there is a greatly increased accumulation of older cars now in need of replacement than existed before the war. About the only thing the car makers have to worry about in appraising their immediate future market is overall buying power.

Most of the sales managers, who have made recent on the spot surveys, report no apparent decline in demand. They report that trade-ins and installment buying are increasing. There is no evidence, they say, of inability to buy.

Demand, these experts say, is particularly strong in the rural areas. They insist this is a better indication of the substance in the auto market than the sales that are made in metropolitan areas.

But there isn't any present indication that the manufacturers plan to increase allotments of new cars to dealers in those areas in the immediate future. Most factories still are following their earlier postwar allocation plans quite closely.

These were based on the dealers' prewar sales volume.

NOW!

IMMEDIATE DELIVERY ON NEW CHEVROLETS (Practically all Models)

LIBERAL ALLOWANCE FOR YOUR OLD CAR

IF YOU DON'T HAVE A USED CAR NO TRADE NECESSARY

• WE NEED USED CARS

To replace our fast turnover in stock. The best reconditioned used cars in town are selling fast at HARBOR!

HARBOR CHEVROLET CO.

Open 8 A. M. to 9 P. M. Daily—10 A. M. to 4 P. M. Sun.

ANAHEIM at ATLANTIC

Bad Lighting Blamed in Death

HARRISBURG, Pa., Sept. 24. Evidence that inadequate street lighting is a direct cause of traffic death was shown by the verdict of a coroner's jury here. The jury exonerated the driver of the automobile which struck a pedestrian and concluded that "the lights on that street are guilty of the death, since they were far from adequate." The arresting state highway patrolmen agreed with this verdict.

Police Traffic Car Involved in Wreck

SPOKANE, Wash., Sept. 24. (U.P.) It took a wrecker to pull apart two cars that had tangled bumpers when the lead car was forced to stop suddenly and the trailing vehicle plowed into it. Gathering crowds snickered as a sheepish officer, Angelo Costanzo, stepped out of his disabled white accident investigation car.

Traffic Figures Show Public More Cautious

CHICAGO, Sept. 24. (U.P.) American motorists are learning to drive more safely, the National Safety Council announced.

There were more cars on the road last year than at any time in the nation's history, yet the mileage death rate was the lowest on record.

There were 32,000 traffic deaths in the U. S. in 1948—700 fewer than in 1947.

Canvas Top Is Raised by Hand

Dodge's new "economy" roadster has a canvas top which is put up by hand and plastic side windows framed in aluminum which are stored behind the seat when not in use. The top can be put up by the driver without leaving his seat; all he has to do is reach back with one hand and pull the top into position. The roadster is powered by the same engine used in other models and has fluid drive and super-cushion tires. This three-passenger open car recalls the many roadsters built in the 1920s. Roadster production dropped from 322,502 in 1920 to 1134 in 1937. Dodge built its last roadster in 1932. The Wayfarer roadster is designed as a car for young people or as a second car in two-car families. Width of the single seat is 58 inches. The special axle gear ratio is 3.73 to 1.

Car Horn Lullaby

ROCK ISLAND, Ill., Sept. 24. (U.P.) At least one 28-year-old Chicagoan sleeps soundly. He proved it. He was ordered to appear in court after police found him sound asleep, slumped against his car horn, waking everyone in the neighborhood but himself.

FAKE CAR TITLE BECOMES TANGLE

SPRINGFIELD, Ill., Sept. 24. A bad check artist and a fake auto title are the main props in a story of a 1947 car that everybody bought but nobody has.

The car was originally sold by a Winfield (Kan.) firm to the check forger, who then used a fraudulent title to sell it to a Decatur (Ill.) firm. No title was delivered by the Kansas firm.

Then Stine's Service here bought the car and sold it to the American Body & Fender Co. in St. Paul, Minn. From there it went to Dependable Motors Co., also in St. Paul. At this point, the Winfield (Kan.) firm finally caught up with the fast-moving vehicle and filed a replevin suit, thus obtaining the car.

Now, let's start backward.

Dependable filed suit against American Body & Fender, who in turn filed suit against Stine's for \$2000 for the purchase price and \$1000 for court costs.

To make matters still worse, Stine's only got \$1800 for the car, but the plaintiff claims it was out \$2000 because the auto was sold for that amount to Dependable Motors, which collected the amount by court action.

The forger is in jail in Missouri. How mixed up can you get over one bad check and one bad title!

BLUE RIBBON CARS

ART HALL

• BLUE RIBBON SPECIALS •

'49 BUICK	\$2895	'49 MERCURY	\$2095
Roadmaster, Dynaflow, convertible, Aqua Green finish, driven only 7000 miles.		4-door Sedan, Radio, heater, Low mileage.	
'42 CHEVROLET	\$895	'42 PACKARD	\$995
Convertible Coupe, Radio, heater, new top. A real buy!		4-door Sedan.	
'46 DODGE	\$1295	'40 PONTIAC	\$695
Custom 4-door Sedan, Radio, heater.		4-door Sedan, New finish. Seal covers, Perfect car.	
'49 STUDEBAKER	\$2195	'39 FORD	\$495
Landeruler Sedan, Overdrive, Radio, heater.		4-door Sedan.	
'47 WILLYS	\$895	'40 DODGE	\$595
Civilian Jeep.		Coupe.	
'47 HUDSON	\$1295	'41 STUDEBAKER	\$795
Commodore 4-door Sedan, Radio, Drivemaster, New two-tone finish.		4-door Sedan, Overdrive, radio, Original finish.	
'46 MERCURY	\$1195	'46 PLYMOUTH	\$1245
4-door Sedan, Radio, Today's bargain.		Special De Luxe 4-door Sedan.	
'47 PONTIAC	\$1595	'46 DODGE	\$1295
8-Convertible, Radio, heater, Ruby Maroon finish.		2-door Sedan.	
'47 PLYMOUTH	\$1395	'47 CHEVROLET	\$1495
Special De Luxe Coupe.		Arrow Sedan. All equipment.	
		'47 BUICK	\$1695
		Roadmaster, Radio, air conditioner, 4-door sedan. A real buy!	
		'49 FORD	\$1995
		Convertible coupe, Radio, overdrive.	

ART HALL

1633 AMERICAN PH. 70-3407

Lincoln-Mercury Dealer 24 Years in Long Beach

OPEN EVENINGS AND SUNDAY

Hudson sales zooming coast to coast

and we're joining in with the **BEST DEALS IN OUR HISTORY**

It just had to happen! When America is presented with a car—the New Hudson—that is obviously years ahead in styling and performance, there's action everywhere!

And now, from Maine to the western Rockies and beyond, Hudson ranks first, second, third or fourth in sales among cars in all price classes in markets of all sizes!

40 YEARS OF ENGINEERING LEADERSHIP

HERB BEAR HUDSON CORP.
220 EAST ANAHEIM ST., LONG BEACH 2, CALIFORNIA

STOREY-RICKETTS
750 AMERICAN AVE., LONG BEACH, CALIFORNIA

NEW HUDSON

ONLY CAR WITH THE STEP-DOWN DESIGN

What a picture! Hudson sales for the first seven months this year over 30 per cent ahead of last year!

Already more than 114,000 people have switched from cars of other makes—from the lowest to the highest priced—to own a "step-down" designed New Hudson!

So why shouldn't we, right here in this community, join in and win even more friends for this exciting, new kind of automobile—with the best deals in our history?

It's your opportunity to own a brilliant New Hudson on the best basis ever!

You're invited to enjoy a thrilling Revelation Ride in the only car that brings you, not just a little more of this or that, but the most of the four great things people want most—beauty, roominess, road-worthiness, and all-round performance. Yes, it's America's 4-Most Car!

For road-worthiness, as an example, Hudson's recessed floor and "step-down" design provide the lowest center of gravity in any American stock car—yet there's full road clearance! Result: the safest, steadiest, hug-the-road ride ever known!

Come in real soon. Try this ride, and bring your car along. You'll be "pleased as punch" when you learn how much it will bring right now, traded in on a years-ahead New Hudson!

HUDSON A LEADER IN RESALE VALUE!
National Automobile Dealers Association Official Used Car Guide books show "step-down" designed Hudsons commanding top prices in the nation's used car markets!

GO TO YOUNG-JOHNSON

NOW

We sold and delivered 256 automobiles in August. This is the actual proof we are **HEADQUARTERS** for the **MOST** and **BEST** deals in **LONG BEACH**.

Bring your car now and trade for the sensational **"FASHION ACADEMY AWARD"** Ford.

Big Volume—Low Profit

at

THE BIG BLOCK YOUNG-JOHNSON COMPANY

2600 BLOCK EAST ANAHEIM

2525 East Anaheim AUTO PAINTING

PAINT YOUR CAR WITH THE NEWEST COLORS

BAKE ENAMEL AUTO ACCESSORIES
SUN SHADES • SIDE AWNINGS
Sold Matched and Installed Here

IRWIN
Auto Works
2525 E. Anaheim
It Costs No More in OUR MODERN SHOP
Phone 8-5009

Trailer Park Guide Out Soon

CHICAGO, Sept. 24. The most complete trailer park guide ever published, listing and rating approximately 6000 parks, will be available to the traveling public early in October, it was announced by E. L. Wilson, managing director of the Trailer Coach Manufacturers Association.

The third edition of the non-profit publication, known as the Official Trailer Park Guide, is based upon almost 15,000 information cards in TCMA files. These include inspection reports from 12 TCMA field men and reports from city, county and state health officials.

A total of 2878 parks, rated No. 1 or No. 2, have received TCMA honor certificates designating their rating and have been awarded "TCMA Approved Trailer Park" signs. In addition, full information is provided regarding parks rated lower than No. 2.

Parks are rated on a point system on the basis of general appearance, all sanitary facilities, utilities (water, lights, etc.), cleanliness of grounds, recreational facilities, size of individual lots, safety and health facilities and parking services in general.

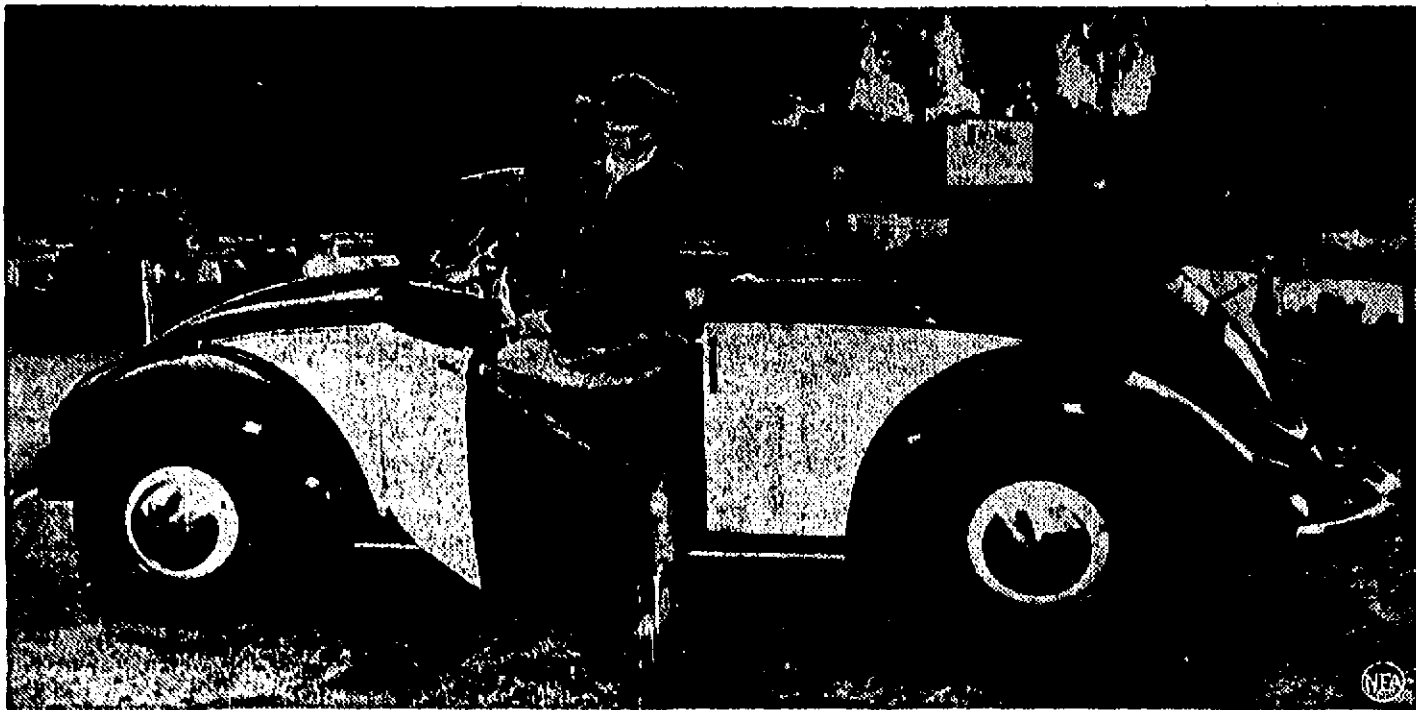
The 300-page guide is available through trailer dealers, park operators and TCMA headquarters at 20 North Wacker Drive, Chicago.

Fifty-two per cent of all parks listed in the guide are in California, Florida, Arizona and Texas. Almost one-fourth of the parks are in Colorado, Georgia, Illinois, Indiana, New Mexico, New York, Ohio, Oklahoma, Pennsylvania and Michigan. The remaining parks are found in the other 34 states.

"Preparation of the Trailer Park Guide is a constant process," Wilson said. "The omission of a park from the guide does not mean, in every case, that it is substandard. The growth of new parks and the improvement of existing ones demand continuing inspection of guidebook revision."

Expert Slips Up

PAOLA, Kan., Sept. 24. (AP) Miss Theima Rand, drivers' license agent, forwarded 2960 applications to the Kansas motor vehicle commissioner and got only one back for correction, hers. Miss Rand forgot to sign her own application.



SPORT MODEL "VOLKSWAGEN"—The convertible "Volkswagen" above was one of the new model autos displayed in Berlin's first post war automobile show, held in the British sector. More than 80 firms displayed their latest models of German-made cars and motorcycles.—(Photo by NEA-Acme staff correspondent Joe Schuppe.)

Makers Increase Low-priced Cars to Meet Demand

LOS ANGELES, Sept. 24. Although automotive production continues at record-breaking levels, consumer selectivity is forcing manufacturers to turn out an increasingly high percentage of lower-priced models, it is reported by Automotive Digest.

The trade paper pointed out that Chevrolet now accounts for 52 per cent of General Motors output as compared with 50 per cent last year and 48 per cent in 1947. Sixty-five per cent of Studebaker's current production is in the less expensive Champion line, whereas a year ago these cars accounted for only 54 per cent of the total.

"All other automobile companies, anticipating severe price competition, are increasing output of lower-priced lines," the Digest reported. "General price reductions are being delayed, however, pending determination of the effects on costs of current wage negotiations."

In connection with wage negotiations, the Digest stated that a major automobile strike is unlikely pending the outcome of labor-management disputes in the steel industry.

Improved Steering Gear Termed Big Need for Cars

NEW YORK, Sept. 24. Automobile manufacturers should concentrate on improved steering mechanism rather than on showy design or minor luxury features, in the opinion of A. E. Uimann, vice president of the Sports Car Club of America.

In a speech at a meeting of his organization Uimann said many lives could be saved through simple mechanical remedies.

He attributed increases in highway accidents to failure to apply advanced automotive principles in motor vehicle construction.

"There is no necessity for building cars that require three turns of the steering wheel to change direction abruptly and avoid an impending danger," he said. "An appliance could be devised that would bring about the desired result much more quickly and with far less effort. Many of the crashes on the road can be traced to the time needed to steer the car out of jeopardy."

Uimann emphasized the belief that there is room for much improvement in car performance when rounding curves, particularly sharp turns. He said that vehicles could be built to "hug" the roadway more closely and avert the perils threatened by skids and upsets.

"We are appalled by the toll of

death and injuries over the Labor Day week end, but we might also ask what is being done to curb this shocking condition," he said. "It is true that improper driving practices are responsible for the majority of the accidents but the question arises, are cars being made safer through mechanical improvements?"

Lack of brake control to meet sudden emergencies was another factor cited by Uimann as a subject for engineering studies.

Car Wreckers Given Warning About Selling

TUCSON, Ariz., Sept. 24. Life has been made tough for Tucson wreckers of old cars who proceed without permits from the Division of Motor Vehicles. Likewise, a number of service station operators have been notified to stop acting as dealers in used cars or take out the proper licenses.

A burst of activity by Inspector James Park and others sent to Tucson by the Motor Vehicle Division resulted in the arrest of two junk yard operators.

One paid a fine of \$150 and the other paid \$200, at the rate of \$50 for each car they tore down without turning in the title for a "wrecking" permit.

It is believed that there are many more such cases in this vicinity. The division doesn't want any old titles floating around that could be used in getting plates for good cars by paying taxes on the valuations of ancient vehicles.

Park stated that numerous complaints had come from Tucsonans who bought used cars at service stations. Often they were not as represented and sometimes the titles were defective. The only recourse a buyer has against an unlicensed dealer is to file a suit in court.

Danger Hours

Almost three-fourth of pedestrians killed in traffic accidents are struck down between 5 p. m. and 8 p. m. during the seasons when these hours are dark.

Nash Airflyte Has Aerodynamic Design

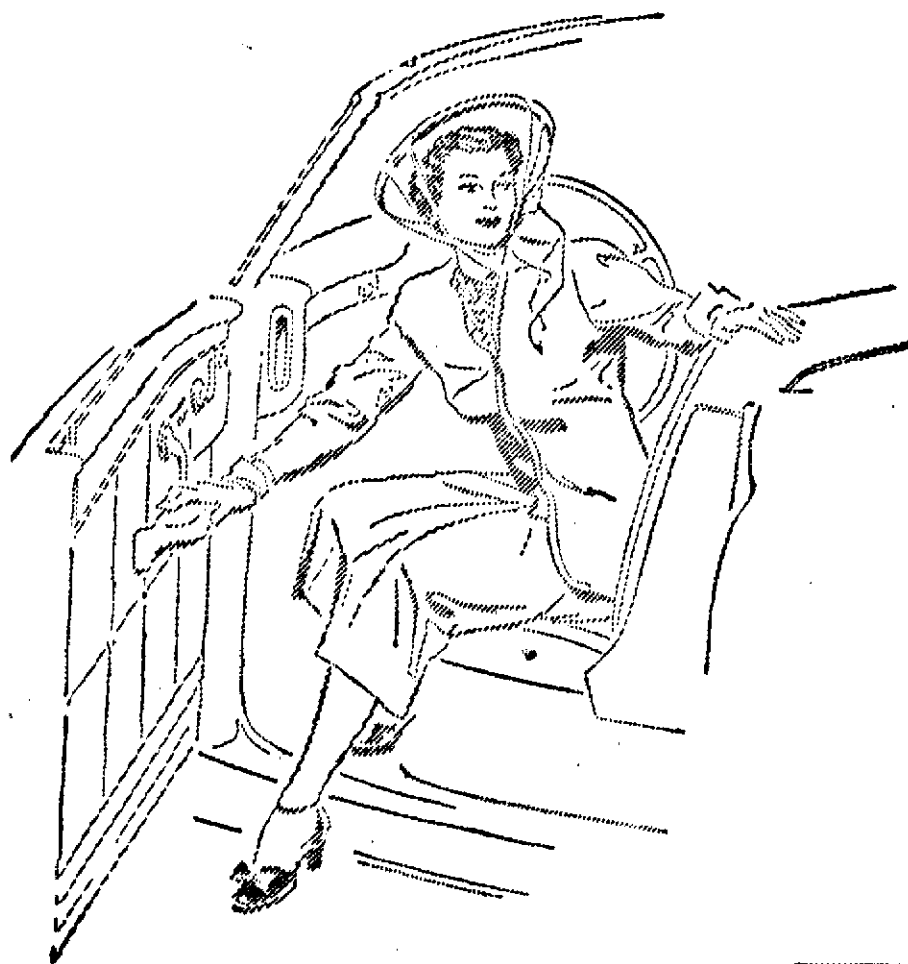


Two new lines of automobiles are being offered by Nash in its new 1950 Airflyte series—the Statesman and the Ambassador in two and four-door sedans and club coupes. Both lines, aerodynamically designed to minimize wind resistance, feature fully-enclosed front fenders, super-sized passenger compartments, four-wheel frictionless coil springs, redesigned curved instrument panels and twin convertible beds (can be made up single en route, double when stopped.) Hydra-Matic transmission will be offered as optional equipment on the Ambassador.

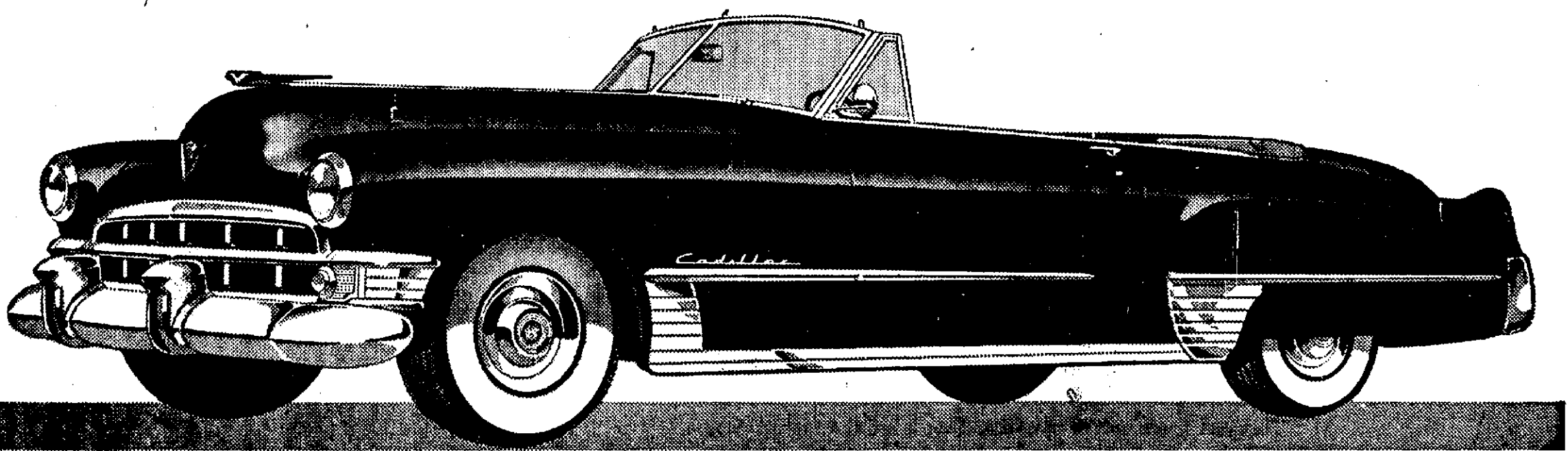
• NOW ON DISPLAY AT

SEVERIN MOTORS

630 AMERICAN AVE. • Open Today 9 A. M. to 9 P. M. • Telephone 70-3941



For the Enrichment of Life



The new 1950 Studebaker You've Never Seen The Likes For Looks!

Delivered to You
in Long Beach by
ED JAMES
WORLD'S CHAMPION
STUDEBAKER DEALER

FOR AS LITTLE AS

\$538 DOWN!

\$48 MONTH!

GENEROUS TRADE-IN ALLOWANCE
FOR YOUR PRESENT CAR

- Eye-catching beauty that gives you a lift at every glance.
- Luxurious new interior that flatters you and your passengers.
- More glide than ride . . . so smooth—so soft—so restful—so safe.
- Famous Studebaker craftsmanship that means carefree, trouble-free driving.
- Noted Studebaker economy that earns a grateful look from your pocketbook.

**Yes! Studebaker's Got It!
Come and Get It!**

JAMESTOWN

CORNER 14TH AND AMERICAN — PHONE 6-4219

CHOICE LOW-MILEAGE LATE MODEL STUDEBAKERS

AT LOW, MONEY-SAVING VOLUME PRICES

Most Have Radio, Climatizer, Automatic Overdrive . . . All Guaranteed

'46 Champion 4-door sedan.....\$1095	'48 Champion Convertible.....\$1795
'47 Champion Dix. 4-d. sed..... 1445	'48 Commander Rg. Dix. 4-d..... 1795
'47 Champion Regal Dix. 2-d..... 1495	'48 Com'nder Rg. Dix. Cl. Cp... 1795
'48 Champion Regal Dix. 2-d..... 1595	'49 Champion Regal Dix. 4-d..... 1895
'47 Commander Dix. 4-door..... 1595	'49 Champion Conv. Cl. Cp..... 2195
'47 Commander Strlt. Cl. Cp... 1595	'49 Commander Rg. Dix. 4-d..... 2195
'48 Champion Strlt. Cl. Cp..... 1645	'49 Land Cruiser 4-door..... 2595

Take a Look! Take a Ride! You'll Take One Away! Today!

ED JAMES • **CORNER 14th & AMERICAN AVE.**
PHONE 6-4219

RIGHT AT THIS MOMENT, there are thousands of people in America who are debating whether to end all compromise with motor cars—by taking the step up to Cadillac.

To all these people we should like to say: "Longfellow was right when he penned the words—'Time is fleeting.'"

If you want a Cadillac, and feel that you are entitled to one, you ought to make

arrangements at once to have one delivered into your possession.

Each day you forego it, you will lose a goodly measure of happiness and satisfaction—for a Cadillac is a joy to possess, and a joy to utilize. Many say that it adds to the zest of their whole day's activities.

Certain it is that a Cadillac brings with it the utmost in performance, in comfort, and

in safety—and that it contributes immeasurably to its owner's peace of mind. Few, indeed, can be happy without a Cadillac—once they have learned how greatly it enriches their lives.

If you are among the many who have the impulse to own a Cadillac, come in and see us soon. Each day you delay means a loss in satisfaction which no other material possession can hope to supply.



RIDINGS MOTORS

"Your Cadillac Dealer"

1501 AMERICAN AVE.

PHONE 7-2241

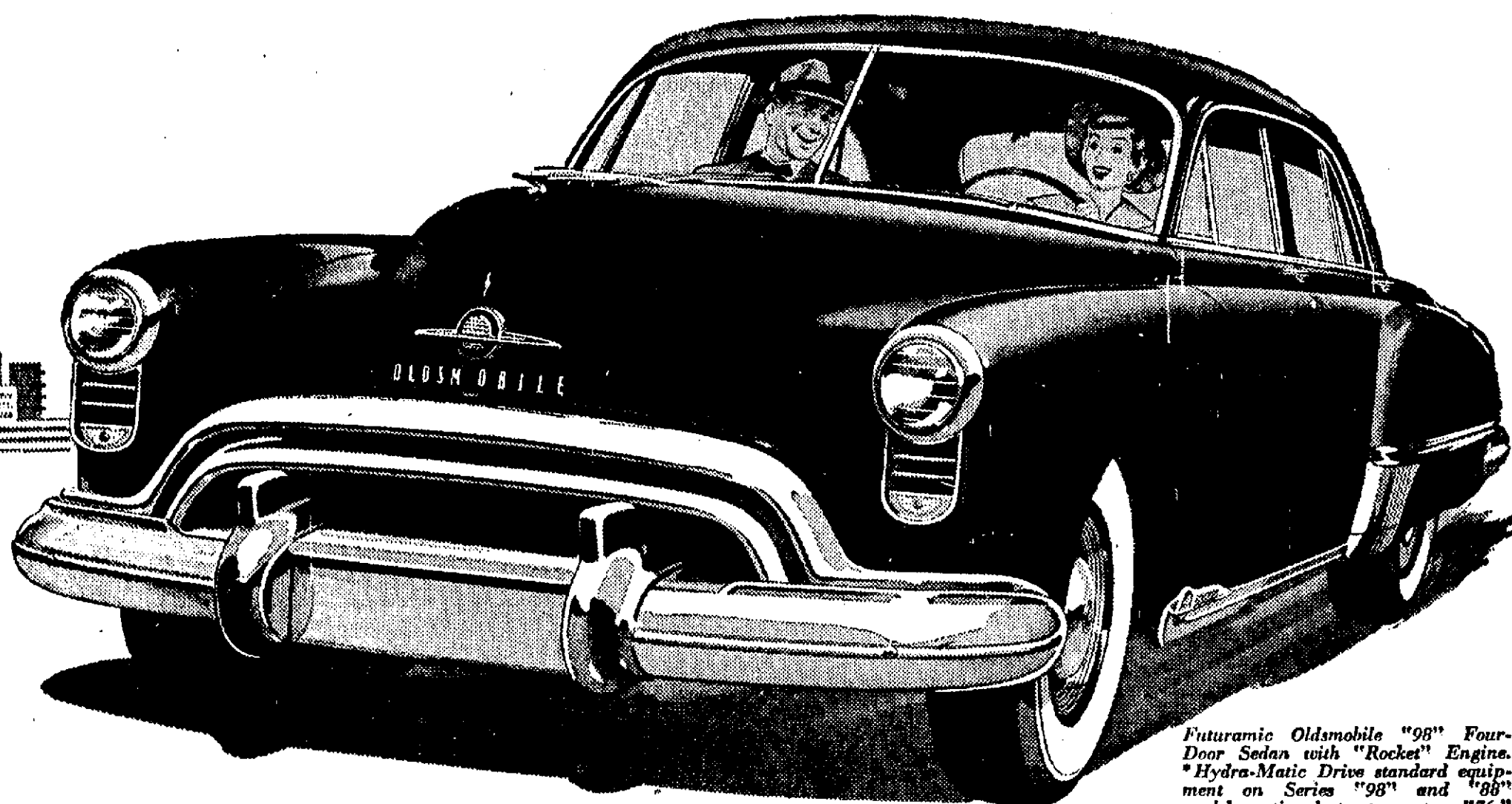
"ROCKET" ENGINE + HYDRA-MATIC DRIVE!

This Exclusive Oldsmobile Combination Adds Up To The Most Thrilling Driving You've Ever Known!

"ROCKET"—PLUS HYDRA-MATIC! That's the power-team that gives you brilliant response—velvet smoothness—amazing gas economy, too! And it's yours in two great Oldsmobiles... the '88" and the '98!"

RING FOR A "ROCKET" RIDE! Your Oldsmobile dealer invites you to call him for a "Rocket" demonstration. Every "Rocket" car is a Hydra-Matic car—and the two team up for smoothness, ease and economy that just can't be beat! Fully automatic, time-tested Hydra-Matic Drive* transmits that brilliant "Rocket" power instantly. Hydra-Matic smoothness complements the "Rocket's" silken operation. And Hydra-Matic's outstanding gas mileage is now better than ever, thanks to the "Rocket's" high-compression economy!

DRIVING IS BELIEVING! Thousands of words can't match one trip at the wheel of a "Rocket". Hydra-Matic Oldsmobile. Drive either the luxurious "98" or the dashing "88"—lowest-priced "Rocket" Engine car. See how much fun motoring can be the Futuramic way... the "Rocket"-Hydra-Matic way!



Futuramic Oldsmobile "98" Four-Door Sedan with "Rocket" Engine. Hydra-Matic Drive standard equipment on Series "98" and "98" models, optional at extra cost on "76."

FUTURAMIC
OLDSMOBILE

A GENERAL MOTORS VALUE

PHONE YOUR NEAREST DEALER

C. Standlee Martin, Inc.

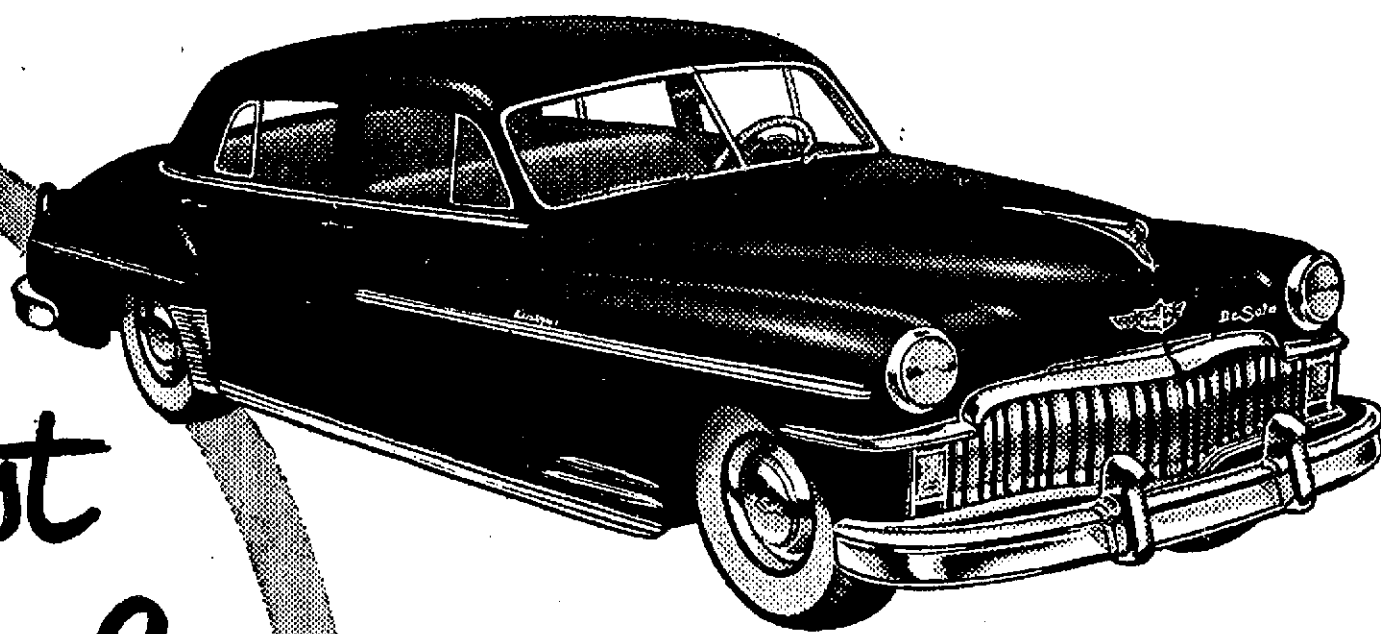
1227 American Avenue, Long Beach, Calif.
"Phone or Visit Exclusive Oldsmobile Dealer"

Ph. 6-9621

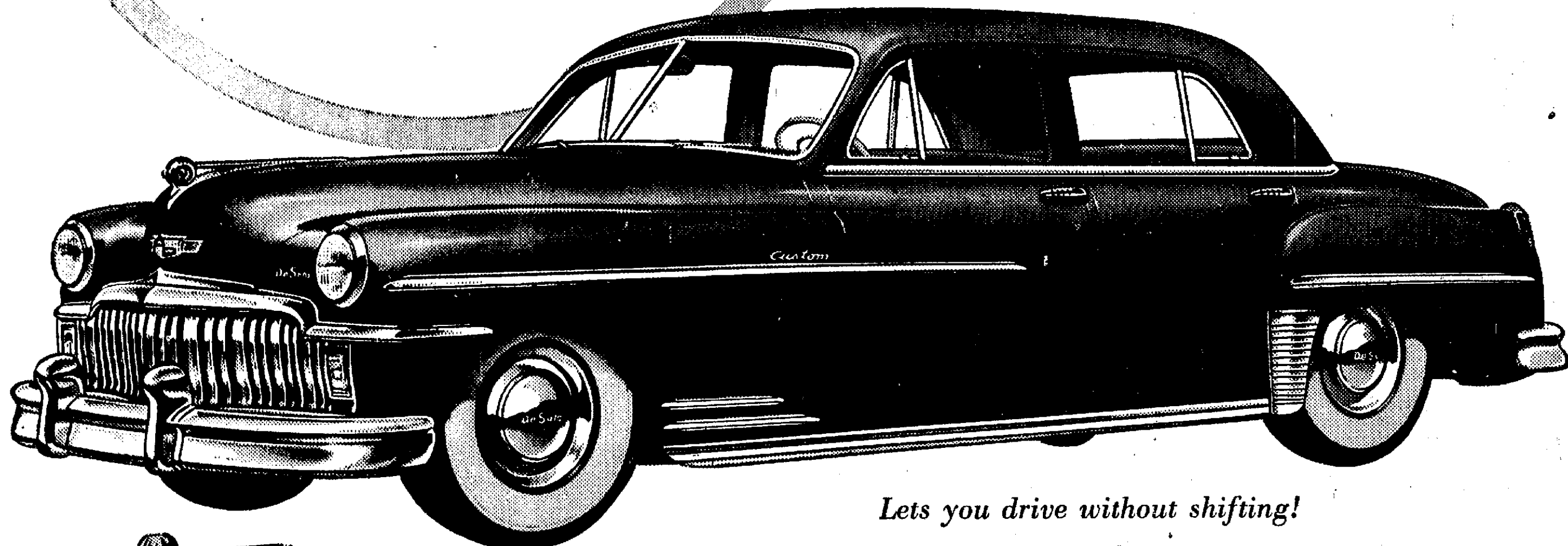
*Which Car
Offers You The Most
for Your Money Today?*

How do they compare in *real* comfort... in head room, leg room, arm room? How do they compare in engineering quality and in new mechanical features? How do they compare in performance and ease-of-driving?

This year thousands of motorists have asked these questions. They have compared cars in all price ranges. And as a result they have chosen De Soto as the car that gives them the most enjoyment and the most real value for the money. Make the comparison yourself. Come in and see the car that lets you drive without shifting, "the car designed with YOU in mind."



DE SOTO



Lets you drive without shifting!

see **DE SOTO** and
PLYMOUTH at

LONG BEACH
MARSHALL & CLAMPETT
1212 American Avenue

NORTH LONG BEACH
STEELE & DRAKE
5105 Atlantic Avenue

BELLFLOWER
HARRIS, EVANS & IRVIN
10201 East Artesia Avenue

WILMINGTON
MUNCE & KENDALL
948 Avalon Boulevard

Along Automobile Row
BY TOM WYNN • AUTOMOBILE EDITOR

Headed by Nels Severin, owner, Clarence Junge, general manager, and Bob Hidding, new car sales manager, members of Severin Motors, American Ave. Nash agency, attended a special dealers preview in Beverly Hills last Tuesday of the new Nash line for 1950.

According to Severin, the new models feature reclining seats, twin beds, uniscope safety and the weather eye air conditioning system.

Nash buyers who have been asking about an automatic transmission of the '50 models will find the answer in Hydra-Matic Drive, that will be offered as optional equipment on the big Ambassador, he said. Both the Ambassador and the Statesman, a three-passenger business coupe are now on display at the local dealership showroom at 630 American Ave.

The free enterprise system as enjoyed in America has been responsible for the amazing development of the automobile during the last half century, according to Glenn E. Thomas, Dodge dealer, who is noting his 40th year as an auto dealer in Long Beach.

There are millions of persons now living in this country," Thomas said, "who can remember the time when there was no such thing as an automobile. The first car was registered in 1895, and only four cars were sold that year. But in the intervening years the number of cars sold has reached well over 40,000,000.

"American enterprise and genius has brought rapid improvement in motor vehicles," he continued. In 1925, the average car life was six and a half years. And they were scrapped after they had traveled less than 26,000 miles. The latest available figures reveal that now the average car life is twelve years with a lifetime mileage of more than 103,000 miles.

Drivers and passengers in more than half the cars and trucks on the road are risking carbon dioxide poisoning from faulty exhaust systems, according to a recent issue of Motor Magazine.

In an article called "Look Out for Bad Exhaust," the magazine says the average owner is scarcely aware of the dangers and disadvantages of faulty exhaust units.

An all-time high record for the production of Pontiac was established in August, with 38,455 units leaving the assembly line, Pontiac Motor Division announced last week. This production milestone broke the long-standing total of 34,140 units built in 1929. Pontiac expects to produce in excess of 304,000 models during 1949.

An increasing number of new car sales are being made with used vehicles as part payment. Authoritative sources report that more than 60 per cent of every 100 new car sales now involve trade-ins. Last January the figure stood at 43 of every 100 new car sales.

The figures show the auto industry is cutting more deeply into its replacement business to maintain the high level of sales that has prevailed during the last five or six months. At this time in 1948 you still could sell a year-old car at a profit. But it appears that those days are gone forever.

When local dealers reach into their own pockets to augment an already large and impressive national factory advertising campaign, then they must be really enthusiastic about the product they have to sell. That is exactly how Buick dealers of Los Angeles County feel about the new, low-priced Buick "Special," which only recently started rolling off the assembly lines.

The 31 Buick dealers of Los Angeles area that recently banded together as the Metropolitan Buick Dealers Association have launched a large-scale supporting campaign, using newspapers, television, radio and direct mail to lend even greater emphasis to the Buick "Special" invasion of the popular-priced car field.

DEALER DOINGS — Football fans will be interested in an offer the Glenn E. Thomas Co. is making. The Dodge dealership will have TV night at their agency every time U. C. L. A. or U. S. C. plays. According to Bill Bryant of the local firm, everyone is invited to view the game next Friday when U. C. L. A. and Oregon kick off. Dodge Motor Car Co. is cosponsor of the telecast.

Construction of the new Masters Pontiac agency at 1545 American Ave. is moving ahead at a rapid pace. Tim Mennen, general manager of the dealership says work is expected to be completed in early November.



'JEEP SWEEP'—Stanley Smale, an enterprising truck driver with a special magnet-equipped Jeep, has enjoyed sweeping success in a new business in his home town, Toledo, Ohio. For a fee, Smale drives his unusual Jeep back and forth over parking lots, truck terminals and other places where autos and trucks are parked. The magnet picks up nails, pieces of wire and other metal objects. Once it gathered 1200 pounds of jagged metal nails from a single truck terminal. Smale calls his business the "Jeep Sweep," and his services are much in demand.

● DEPENDABLE USED CARS ●

1948 **OLDSMOBILE** \$1995
De Luxe 4-Door Sedan—Radio, Heater, Hydra-Matic, White Sidewalls.

1948 **STUDEBAKER** \$1765
Commander, 4-Door Sedan—Radio, Heater—Very Sharp.

2 - Lots - 2

1201
American
Ave.



230
East
Anaheim

USED CARS

A Real Buy!

'49 LINCOLN \$2245
4-door sedan. Radio, heater. Overdrive.

C. STANDLEE MARTIN, INC.

1227 AMERICAN AVE. Exclusive Olds Dealer PH. 6-9621

Press-Telegram Southland Magazine

Vast Change During Year In Used Car Marketing

DETROIT, Sept. 24. (AP) A little more than a year ago car-hungry thousands were waiting for new car deliveries.

They were paying premium prices for new cars at second hand car lots. They were selling year old cars for more than they paid for them.

Today all that is gone. Probably the record-breaking production rate has had something to do with the change. Certainly new cars no longer are hard to get. And you can't sell your year-old or even three months old car for more than you paid for it.

Several hundred thousand potential new-car buyers dropped out of the market when they found the value of their used cars had declined rather suddenly. The new fast things move in the multibillion-dollar automobile industry.

DIFFERENT TALK

Very few auto makers are talking today about unfilled order backlogs. They are saying instead that "business is good."

For some that means they are selling just about all the cars they are producing. For others it means the drop in sales volume has not been as precipitate as many industry sources expected at this season of the year.

But there is a great difference in selling all the cars that are produced and having an unfilled order backlog running into six figures.

Yet it must be remembered production and sales this year undoubtedly will top all previous years in the industry's history. And the industry's gross and net income should surpass that of any other year.

Moreover, there isn't anything presently in sight to indicate the leveling off expected during the final quarter of the year will be of more than seasonal proportions.

CUT IN OCTOBER

Many industry chroniclers look for another 600,000-unit output this month. The same reporters, however, expect a production cut during October of as much as 15 per cent from the year's peak levels.

The November and December volume could be reduced even further because of model changeovers.

Most of the car manufacturers apparently are more concerned about consumer demand right now than they are about their supply situation. Generally they have sizable stocks of steel, probably enough for a month's operation at high levels. These stocks, of course, would last much longer if output is cut back for any reason.

Of consumer demand, most industry authorities explain they are counting only upon a seasonal reduction during the period from October through February. They insist there is no reason to look for more than a normal winter decline.

So far this year the car factories in the United States have built more than 3,700,000 passenger cars and 875,000 trucks.

In cars alone the total is more than a million units ahead of last year's output at the same date.

Commission solved many of the same problems which now confront Greece in reconstructing about 11,000 miles of war-ravaged roads and 4000 bridges.

This state was chosen for the examination at the suggestion of former West Virginia Road Commissioner E. L. Worthington. He

was one of the American experts who have assisted in redevelopment of approximately 4000 miles of traffic arteries in ancient Greece.

THERE'S NOTHING PERSONAL about a "Personal" ad. It tells Long Beach what's on your mind quickly and you get action FAST. Phone 6-9066.

LA CANADA, Calif., Sept. 24. From this motor-minded community, which already has produced the famous Novi-Mobil racing cars, comes the newly-completed custom car by Bryson E. Hickman.

Using a Lincoln chassis, V-12 engine with automatic overdrive, the car took approximately 13 months to build. Hickman claims that his car will not hit bottom when going over a bump as so many custom lowered cars do.

Furthermore, there is no road jar or vibration so often found in the new conventional automobiles. Around town the gas mileage is from 12 to 14 miles to the gallon—on the road, 18 to 20.

AIR FOAM PADDING

Overall height with top is 57 inches. Wheelbase is 125 inches, with a width of 74 inches. Complete air foam crash padding is used on all seats and dashboard. Even the rugs are padded with air foam.

Doors are automatic electric, with control of either door from either side. Windows, trunk and hood are operated from the driver's seat (push button), by a modified Cadillac hydraulic electric system.

Windshield wipers are Chrysler electric. Three glove compart-

ments are offered—two in front and one for the back seat. Dual cigarette lighters and ash trays are in back and one lighter and two ash trays in front.

Tires are 8:20x15.

Lead in Deaths

Persons 65 years and more of age have the highest traffic death rate of any age group.

Replace Damaged Auto Glass

with SAFETY PLATE Auto Glass

DRIVE IN TODAY FOR COMPLETE, FAST SERVICE

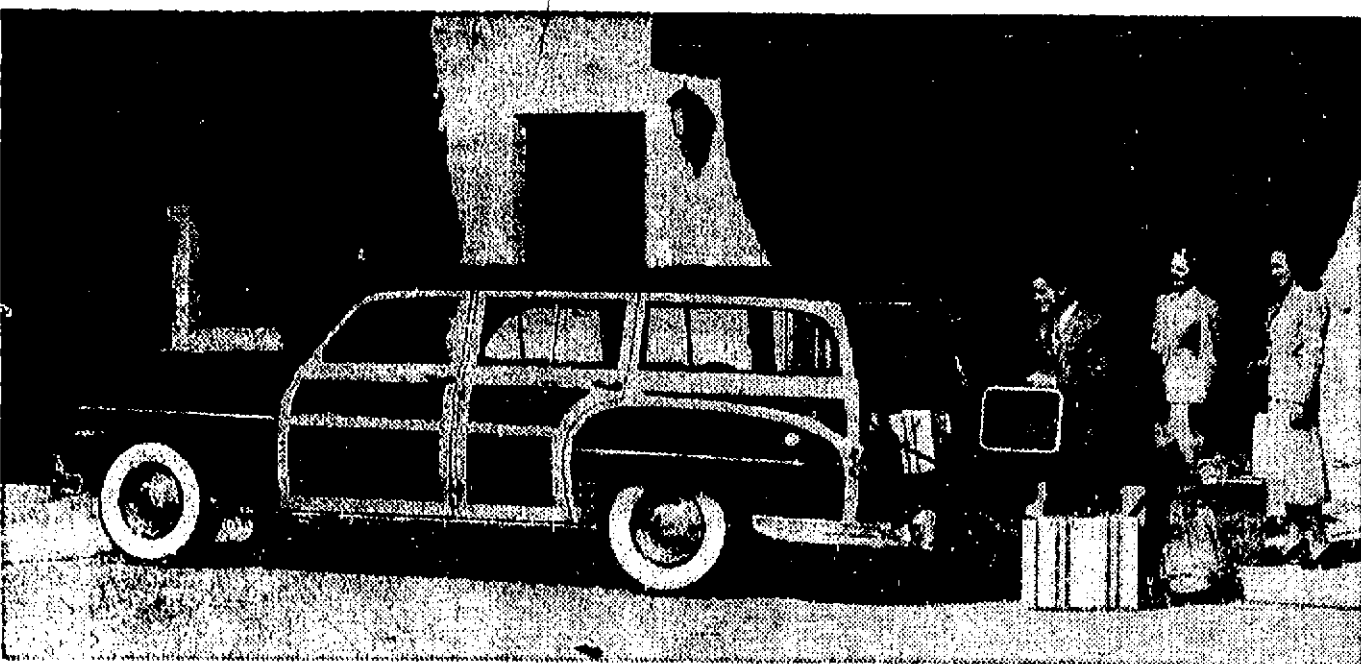
LOWEST PRICES

We Cater to the Insurance Trade

Marine Glass Co.

SCOTT-WOODARD-SCOTT SR. GLASS FOR ALL PURPOSES

Cor. 14th and Magnolia, Ph. 7-7475



FIRST SINCE WAR—Chrysler's first postwar station wagon, a nine-passenger Royal model. The white ash trim provides a contrast with the mahogany paneling, which is metal that has been processed to resemble grained wood. The spare tire is easily accessible in a special compartment built into the tail gate. With the center and rear seats removed and the tail gate down, nearly 10 feet of loading space is available.

Greek Engineers Study U. S. Roads

PARKERSBURG, W. Va., Sept. 24. (AP) Four Greek engineers attracted by similarity of the terrain here to their native Balkan country made a five-week tour of the tortuous and mountainous West Virginia highways.

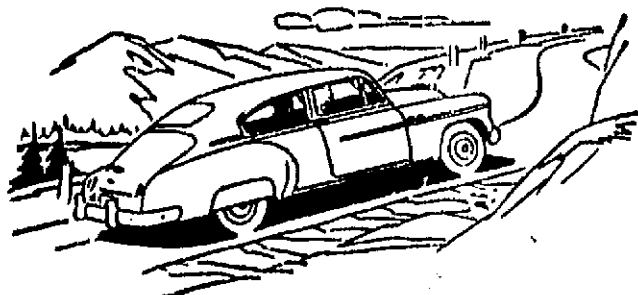
The purpose was to study the manner in which the State Road

Commission solved many of the same problems which now confront Greece in reconstructing about 11,000 miles of war-ravaged roads and 4000 bridges.

This state was chosen for the examination at the suggestion of former West Virginia Road Commissioner E. L. Worthington. He

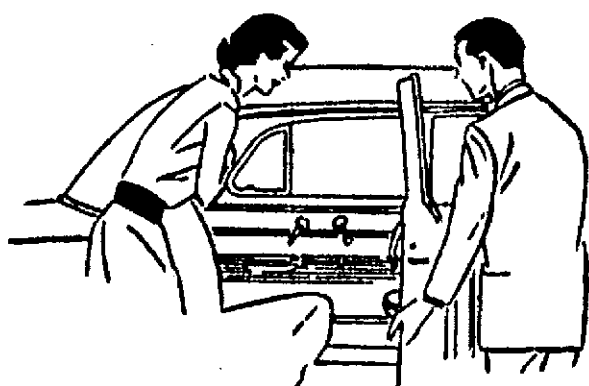
was one of the American experts who have assisted in redevelopment of approximately 4000 miles of traffic arteries in ancient Greece.

THERE'S NOTHING PERSONAL about a "Personal" ad. It tells Long Beach what's on your mind quickly and you get action FAST. Phone 6-9066.



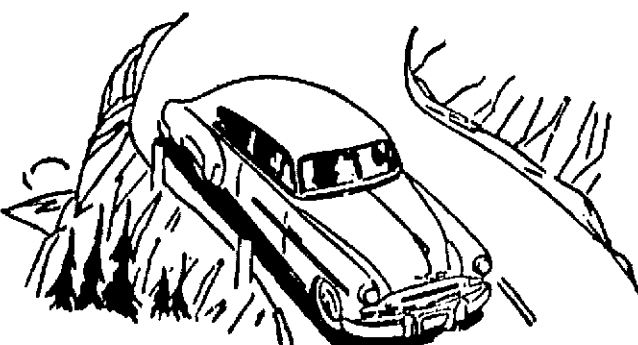
World's Champion Valve-in-Head Engine

The trend's all to valve-in-head design for more efficient and economical high-compression engines. But Chevrolet's proved and extra efficient engine is the only valve-in-head engine in its field . . . an extra value exclusively yours at lowest cost in Chevrolet!



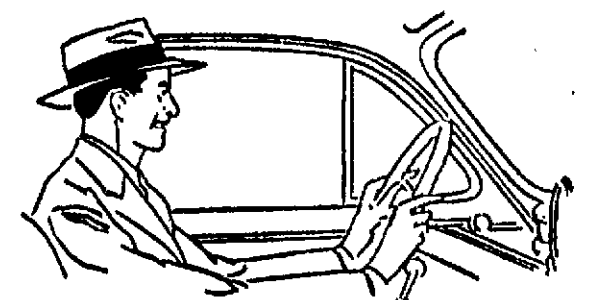
Fisher Unisteel Body Construction

Slam the door and hear the difference! That solid, muffled thud speaks of steel welded to steel all around you. Fisher Unisteel Construction brings you unsurpassed solidity, quietness and safety—another extra value exclusively yours at lowest cost in Chevrolet!



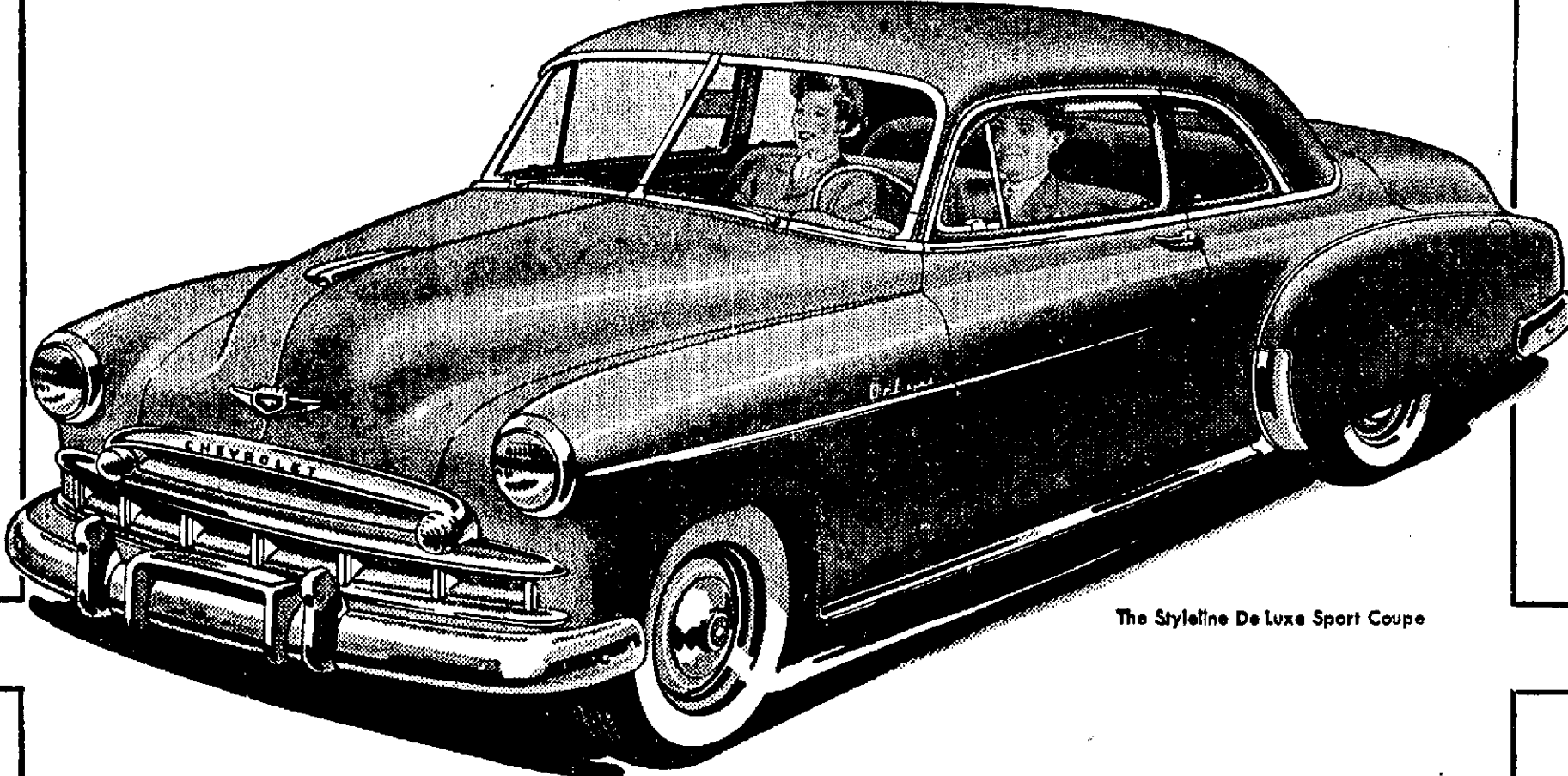
Longer, Heavier, with Wider Tread

It looks like it . . . it rides like it . . . it is the BIG car in the low-price field! With its extra size Chevrolet gives you more riding-comfort, road-steadiness and safety—more car for your money! It's another extra value exclusively yours at lowest cost in Chevrolet!

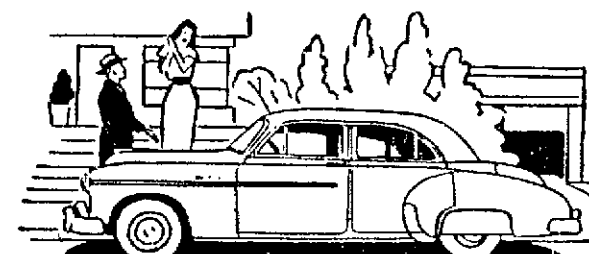


Center-Point Steering

Steering control is centered between the wheels to give you amazing new ease of control with minimum fatigue. You'll find Center-Point Steering only on Chevrolet and higher priced cars—an extra value exclusively yours at lowest cost in Chevrolet!

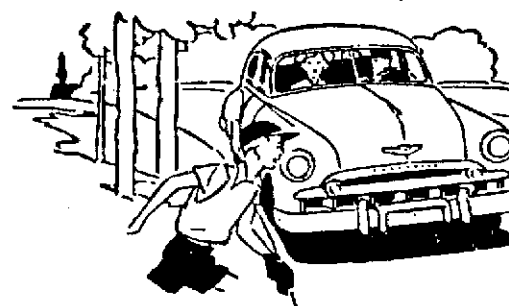


The Styleline De Luxe Sport Coupe



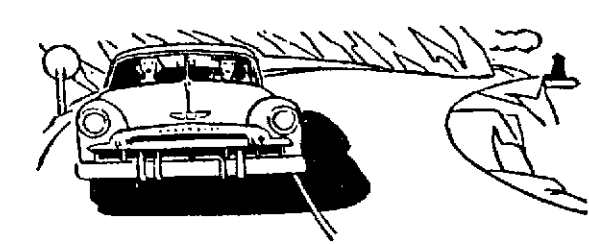
Fisher Body Styling and Luxury

Long, low lines . . . smooth, graceful curves . . . extra conveniences like Push-Button Door Handles . . . super-size interiors featuring luxurious fabrics and fittings and "Five-Foot Seats" . . . Body by Fisher is an extra value exclusively yours at lowest cost in Chevrolet!



Certi-Safe Hydraulic Brakes

Chevrolet's exclusive brake design is more outstanding than ever for swifter, safer stops. New Dual-Life, rivetless brake linings last up to twice as long. Extra safety and economy are combined in this extra value exclusively yours at lowest cost in Chevrolet!



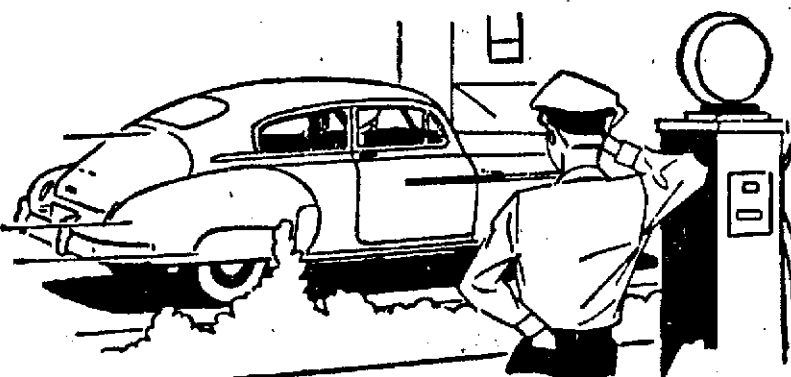
5-Inch Wide-Base Rims, plus Low-Pressure Tires

You get the widest rims in the low-price field plus extra low-pressure tires as standard equipment. That's another reason for the extra smoothness, softness and stability of the Chevrolet ride . . . another extra value exclusively yours at lowest cost in Chevrolet!



Curved Windshield with Panoramic Visibility

That large, smartly curved windshield sweeps back to narrower corner posts to provide a wider, safer view. Alone in its field, Chevrolet gives you the functional beauty of a curved windshield—another extra value exclusively yours at lowest cost in Chevrolet!



Extra Economical to Own and Operate

It's the lowest priced line in its field. It's the outstandingly economical performer. And it's America's most wanted motor car—new or used—traditionally worth more when you trade. It all adds up to another extra value exclusively yours at lowest cost in Chevrolet!

We're featuring Chevrolet Super-Service Specials all this month—so "ALL ABOARD FOR VALUES UNLIMITED!"

BEACH CITY CHEVROLET CO.
1800 EAST FOURTH STREET—PHONE 7-2766
LONG BEACH, CALIF.

GEO. E. HOOVER, INC.
601 AMERICAN AVENUE—PHONE 6-5291
LONG BEACH, CALIF.

HARBOR CHEVROLET CO.
601 EAST ANAHEIM—PHONE 6-3293
LONG BEACH, CALIF.

OPEN MONDAY AND FRIDAY 12:30 TO 9:15 . . . OTHER DAYS FROM 9:30 TO 5:30



63rd Anniversary Sale

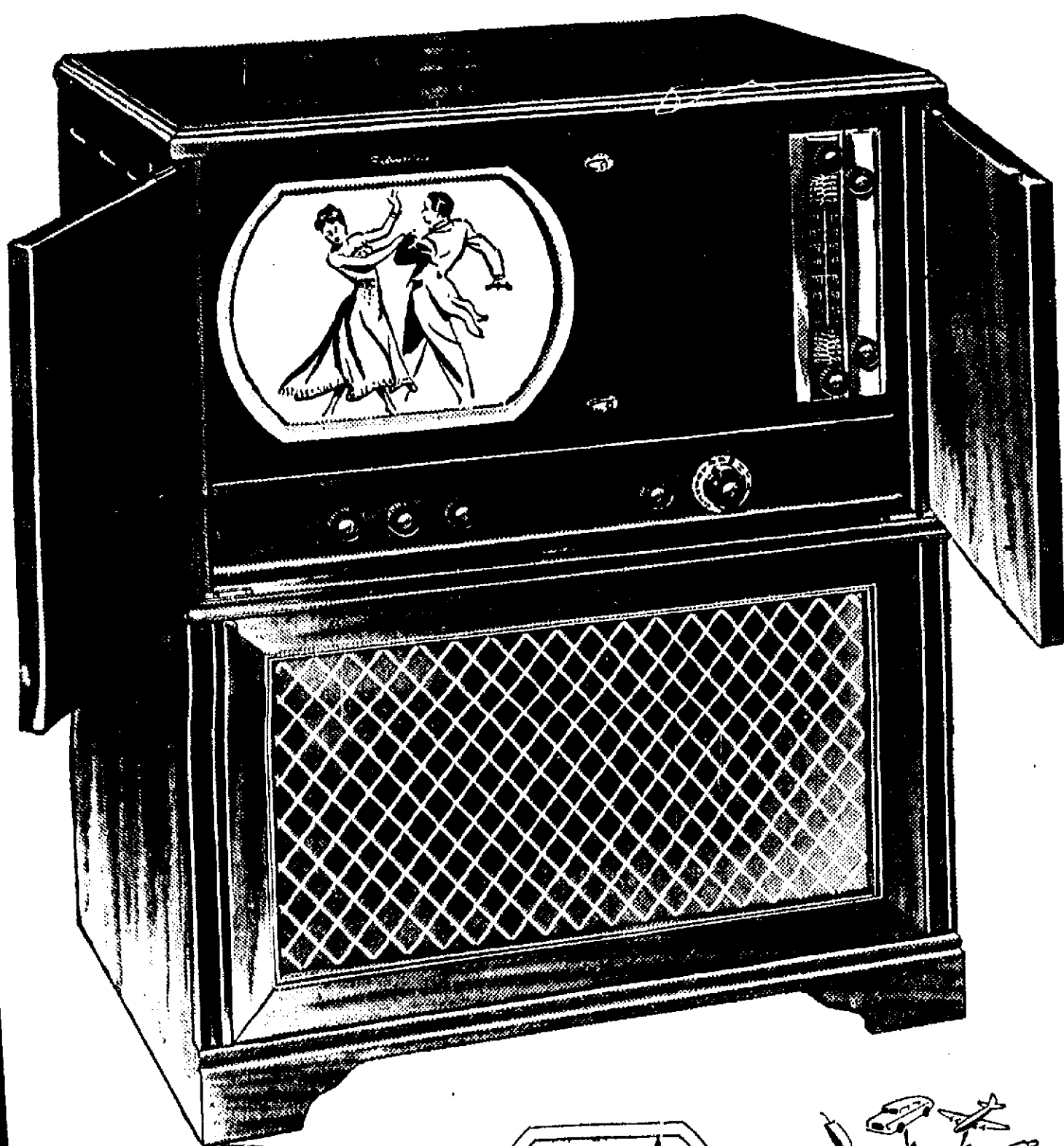
GOOD QUALITY FOR LESS SINCE 1886

Now! Only **\$10⁰⁰** DOWN!

Puts "PICTURE-PERFECT," Full, Rich Tone, Reasonably Priced SILVERTONE

TELEVISION in your HOME!

Here's America's Greatest TELEVISION BUY!



Silvertone

**AM-FM RADIO-
THREE-SPEED
RECORD CHANGER
AND
TELEVISION**

Smartly designed, beautifully styled, compact Mahogany finished cabinet!

389⁹⁵

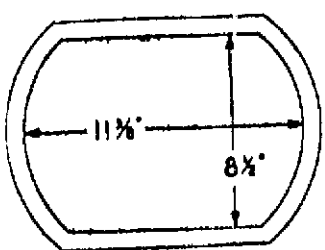
ONLY \$10.00 DOWN!
\$18 Month, on Sears Easy Terms
(Usual carrying charge)

- With big, bright 90-sq. in. TV screen!
- With built-in antenna for AM-FM Radio!
- With automatic phono that plays ALL records . . . ALL sizes . . . ALL speeds!

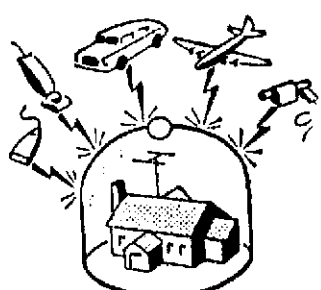
Here's complete home entertainment at its best! Visit Sears! See the big, bright, steady TV pictures . . . hear the sensitive radio . . . try the wonderful three-speed record changer . . . notice the handsome cabinet! Then, check the price tag! You'll see why this set equals—or beats—ANYTHING, ANYWHERE, ANYTIME—yet costs so much less AT SEARS!

Remember! Every Silvertone can be purchased with a written **GUARANTEE!**

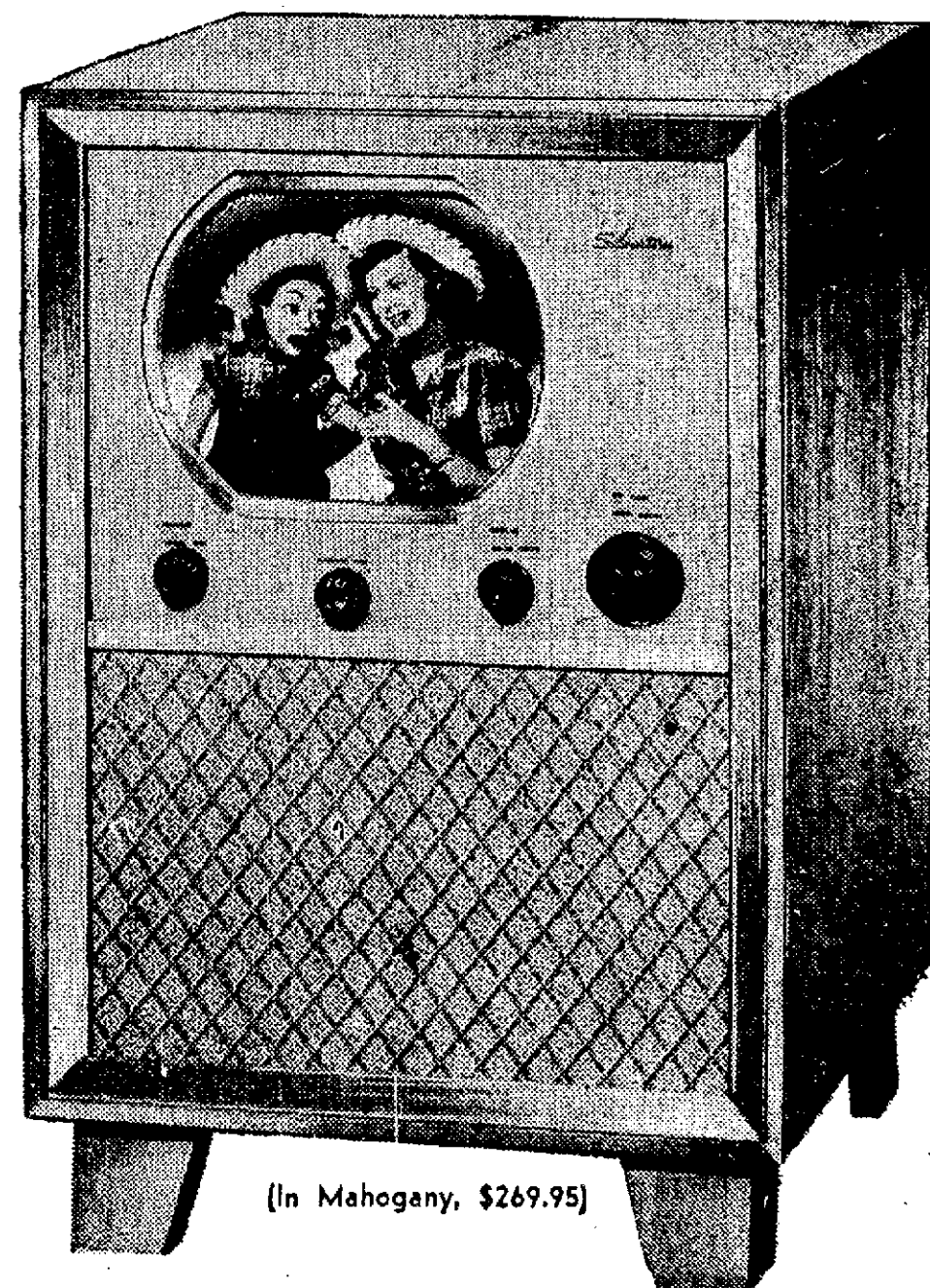
Greater Sensitivity! Get sharper, clearer pictures—at greater distances from station with sensitive Silvertone TV!



A Really Big Picture! Look at the size of this picture! It's plenty big enough for all the family to watch comfortably!



Less Interference! No torn, jagged pictures with Silvertone! Coaxial cable lead-in cuts out most all interference!



(In Mahogany, \$269.95)

Silvertone New Blonde Oak Television Console

12 1/2-inch picture tube! Amazingly bright, clear and steady. Rotary type inner-carrier tuner, easy to operate. Oversize, expanded screen. Now, at Sears!

279⁹⁵

Plus Installation
\$10 Down, Sears Easy Terms



Silvertone Television 10-Inch Screen Console

Full-size console. Every feature for fine television performance thanks to "Silvertone" electronic engineering and precision manufacture. See it!

229⁹⁵

Plus Installation
Sears Easy Terms, Usual Carrying Charge

See and Hear this Great Silvertone Now!
Large 10-inch Table Model Television!

239⁹⁵

Plus Installation

Oversize expanded screen with hairline focus for sharp, steady and fixed picture that is clearly defined and free from jumping. Performance made possible by a wealth of great features, a few of which are listed at left.

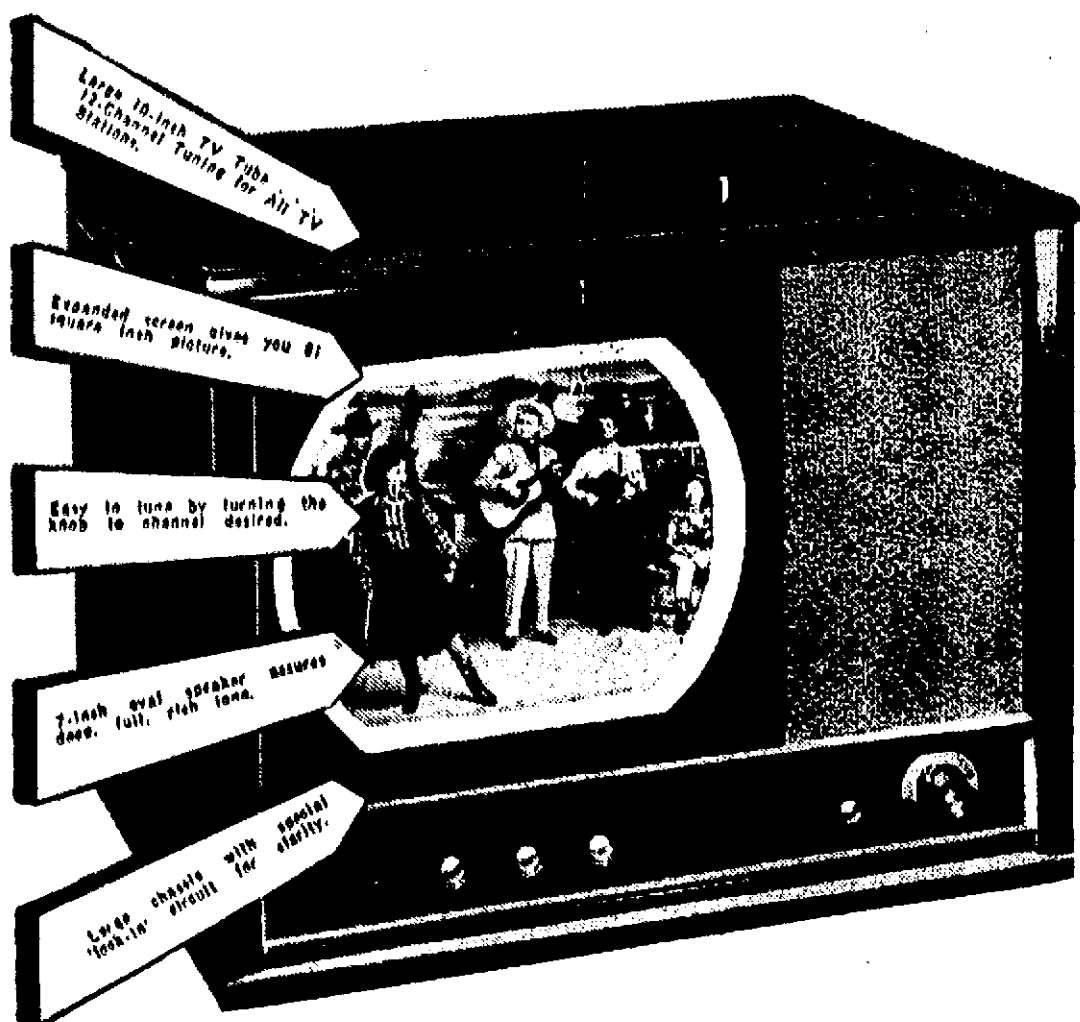
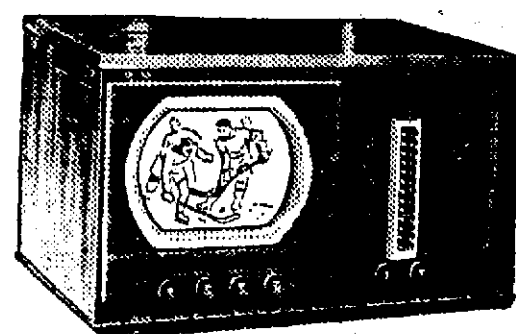
Regular 279.95 Table Model Television

NOW

249⁹⁵

Plus Installation

For unsurpassed "Picture-Perfect" performance see this push-button table model Silvertone Television at this new low price! Three rectifiers plus 26 tubes and big 10-inch screen for unparalleled entertainment. Beautiful mahogany veneer cabinet.



Open Monday and Friday
12:30 to 9:15
Other Days, 9:30 to 5:30

"Satisfaction guaranteed or your money back" **SEARS**

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PARK FREE PHONE 6-9721